TRICKS OF THE TRADE

A Helpful Handbook For Fountaineers

LYONS
For FINER FLAVOR

PUBLISHED BY LYONS-MAGNUS, INC., SAN FRANCISCO, CALIFORNIA

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TRICKS OF THE TRADE

A HELPFUL HANDBOOK FOR FOUNTAINEERS

LYONS

To those Fountaineers who want to operate profitably and successfully, this book is dedicated.

Based on many years of working with and assisting Fountaineers throughout the West, the Lyons-Magnus organization has learned some sound and fundamental principles which are passed along here.

If your fountain is a new one, you will find the handbook helpful in getting off on a solid footing. If your business is already well established, it may pay you to review the fundamentals.

Every Fountaineer will find the book of special assistance when training new employees.

Read the book carefully and then keep it handy for reference. We hope you find it useful on many occasions.

★

LYONS-MAGNUS, INC.

2545 SIXTEENTH STREET · SAN FRANCISCO 3, CALIFORNIA

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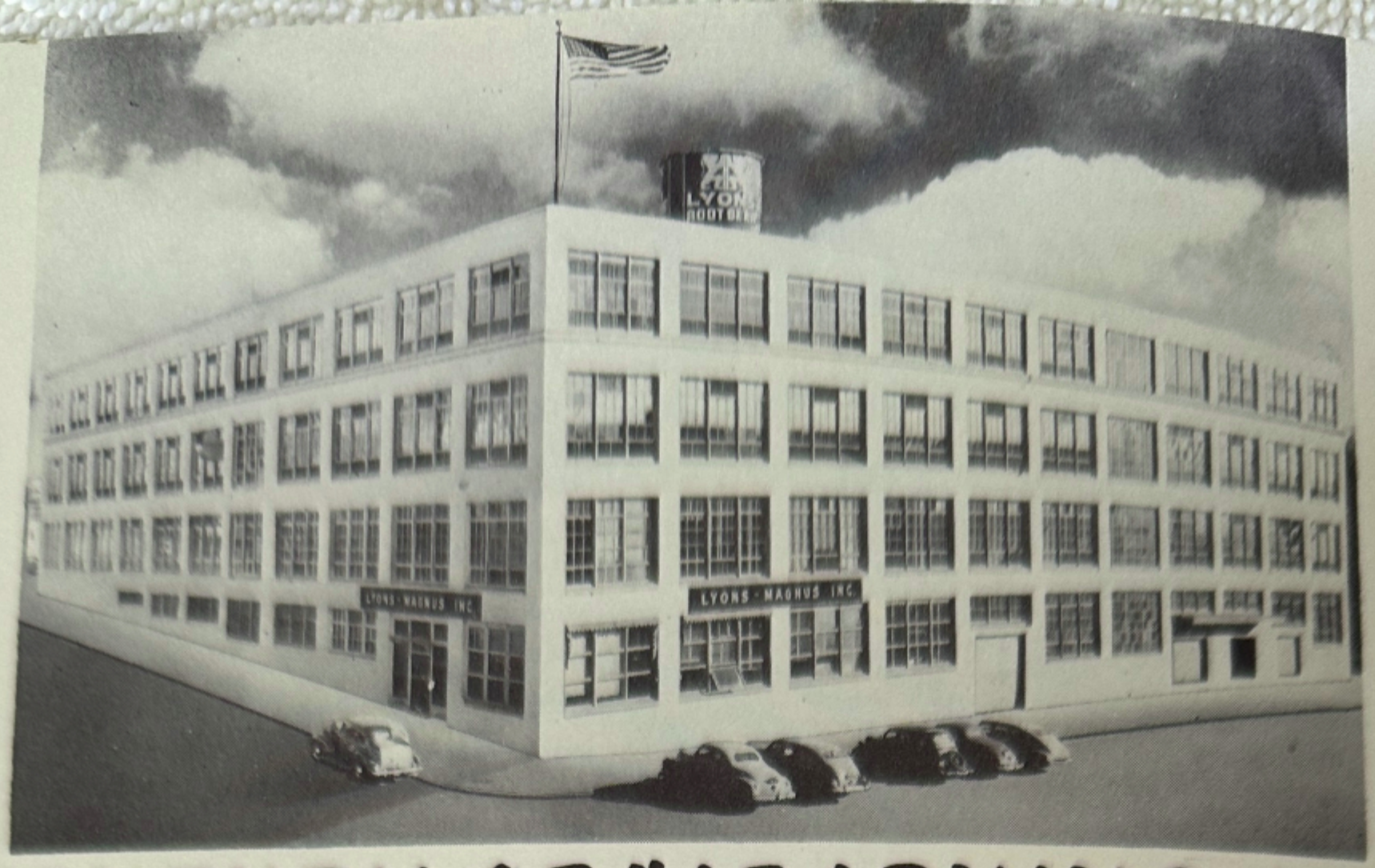
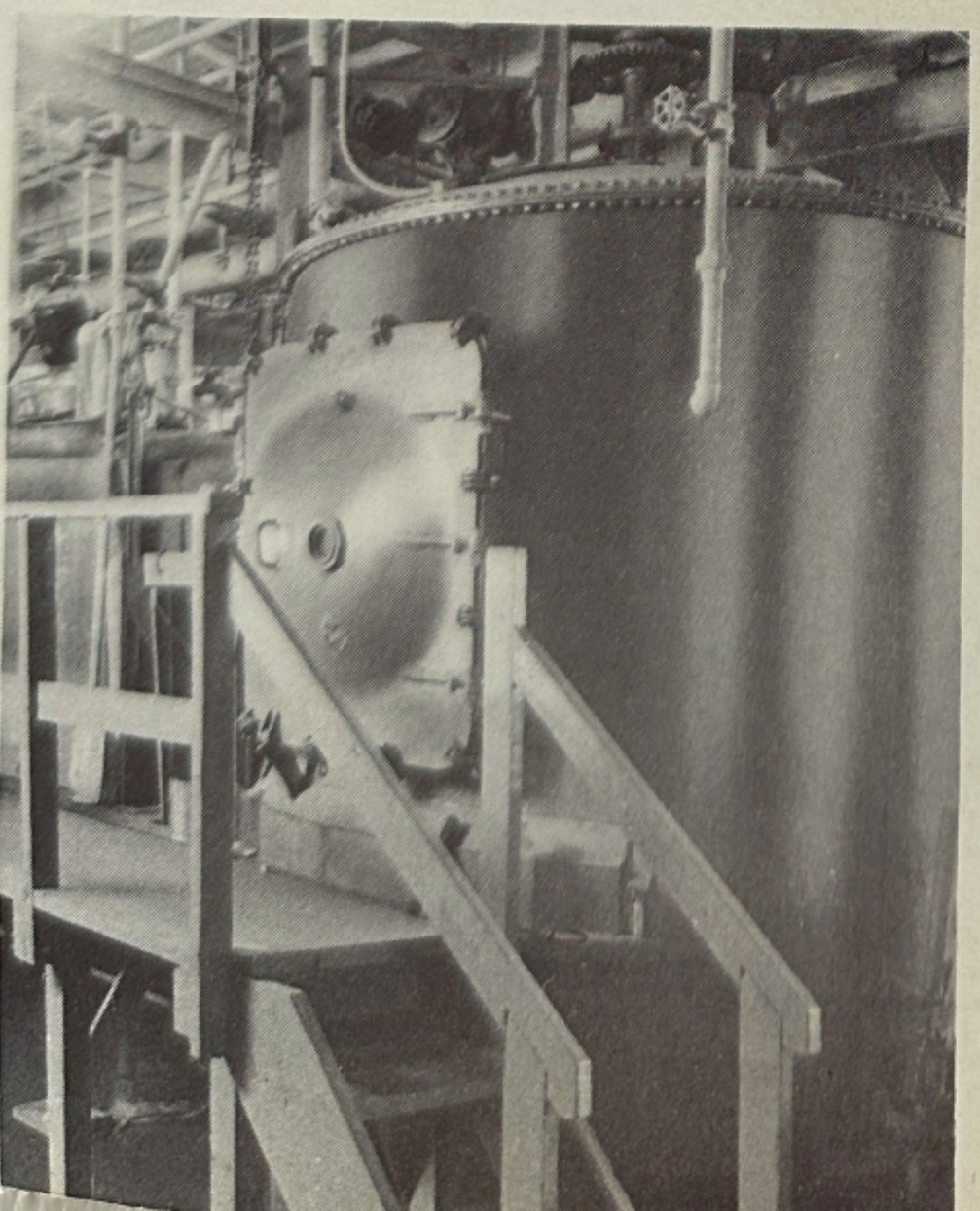


A CENTURY OF "LEARNING HOW"

Fruit being received at our plant. We are within overnight trucking distance of all the California fruit-producing districts.

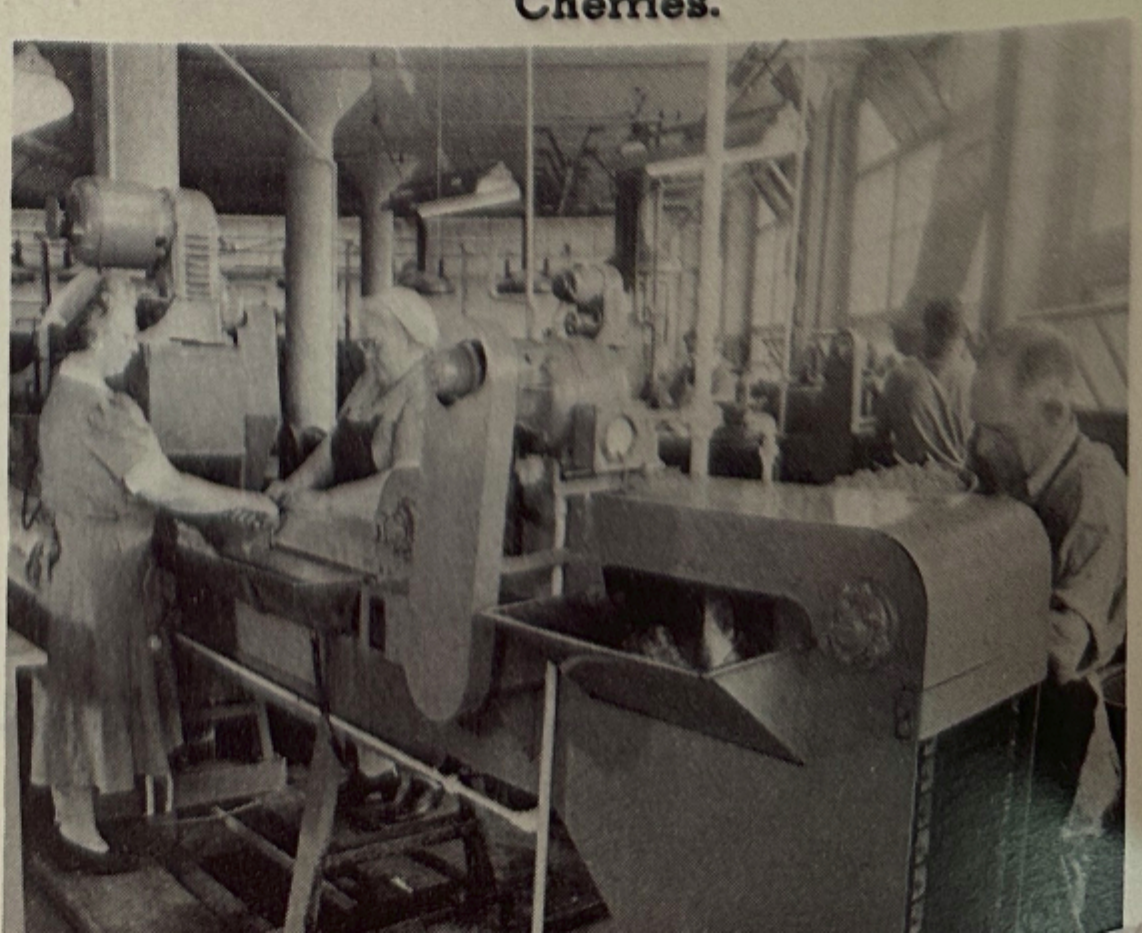
The "secret" of the FINER FLAVOR of Lyons fruit products is found in the careful processing, under vacuum, at low temperatures. Vacuum steam kettles are shown below.

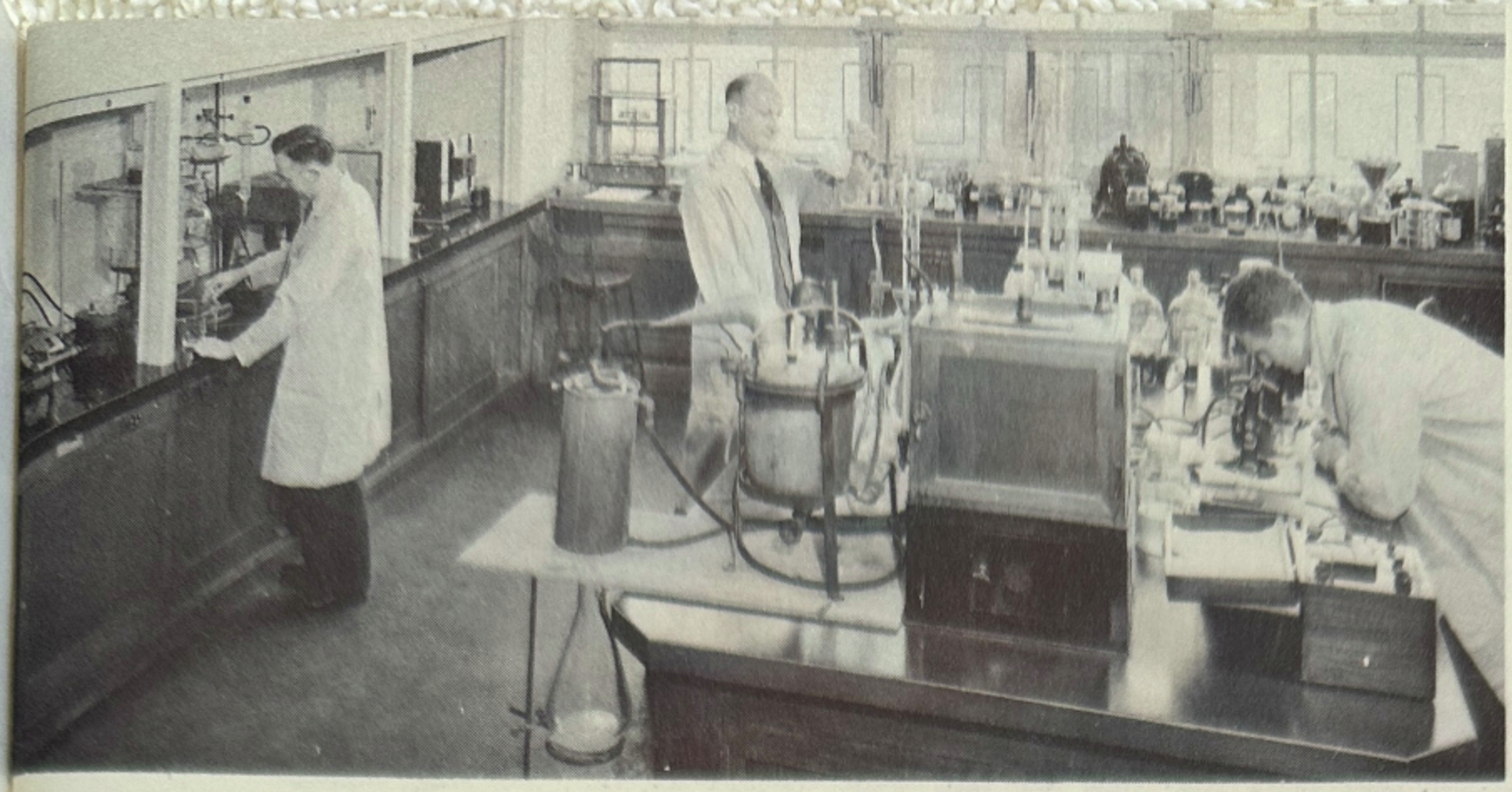


LYONS-MAGNUS, INC., is the pioneer fruit products concern of the West. The company was founded in 1852—four years after Marshall discovered gold in California—two years after California became a state—nine years before the Civil War. During all these years, the company has grown constantly by successfully producing the finest fountain fruits and syrups it is possible to make. Famous "For Finer Flavor" throughout the West, Lyons products are of the highest quality.

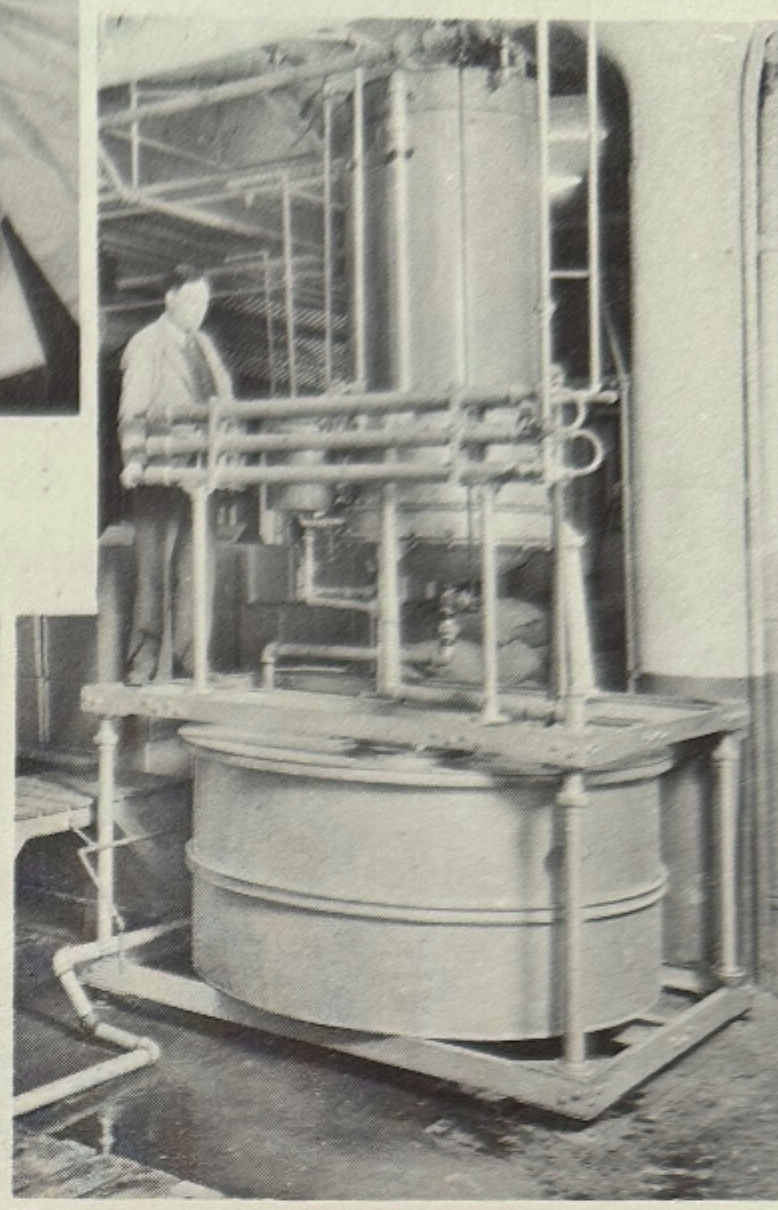
Centrally located near the bountiful fruit producing areas of California, the huge, modern, spotlessly-clean, main plant of Lyons-Magnus, Inc., in San Francisco serves Fountaineers in the eleven Western States. Distributors for Lyons fountain supplies are located throughout this area.

Automatic Cherry Pitter removes pits without marring perfect appearance of Lyons Maraschino Cherries.

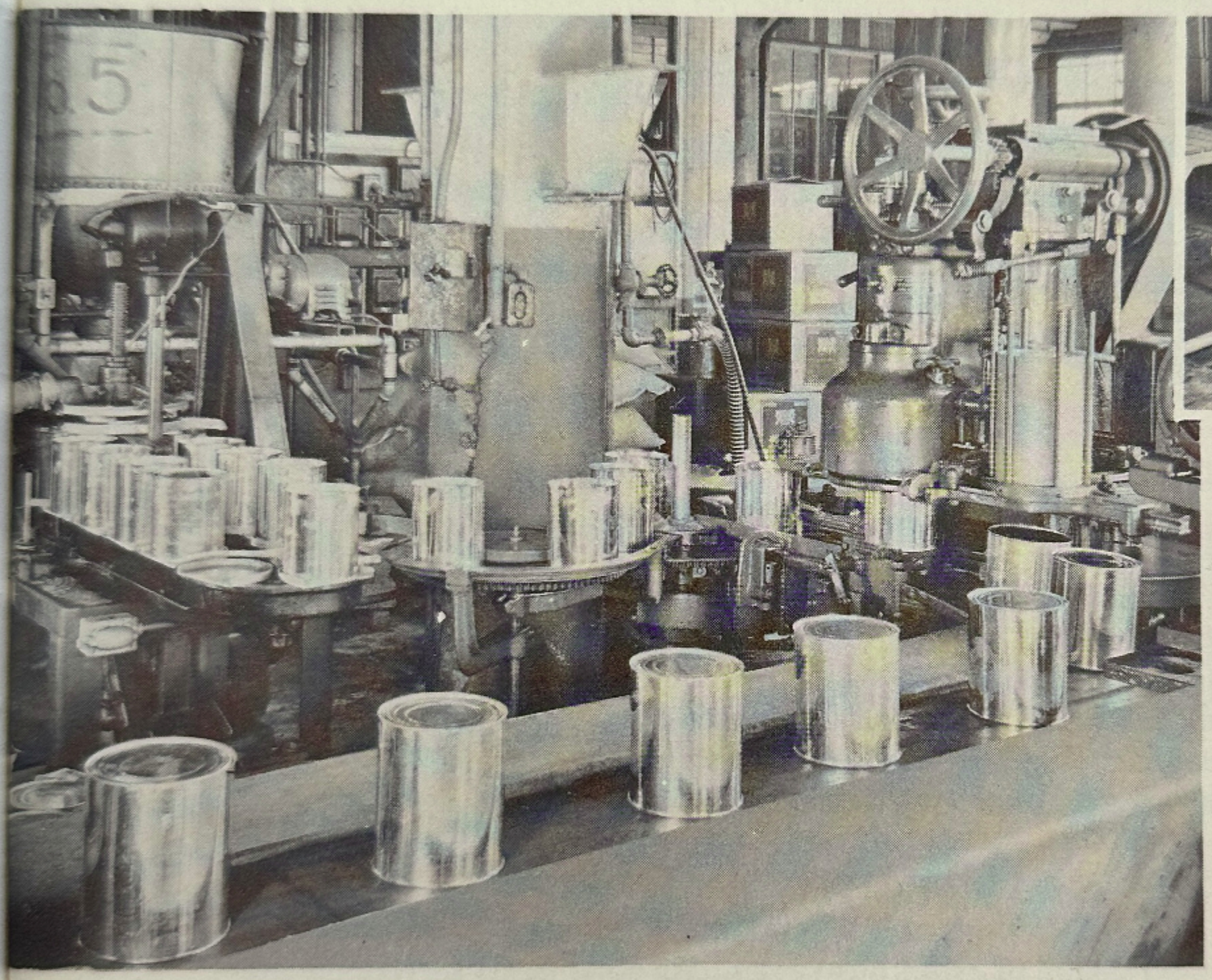




Laboratory where quality is controlled, products tested and new items developed.



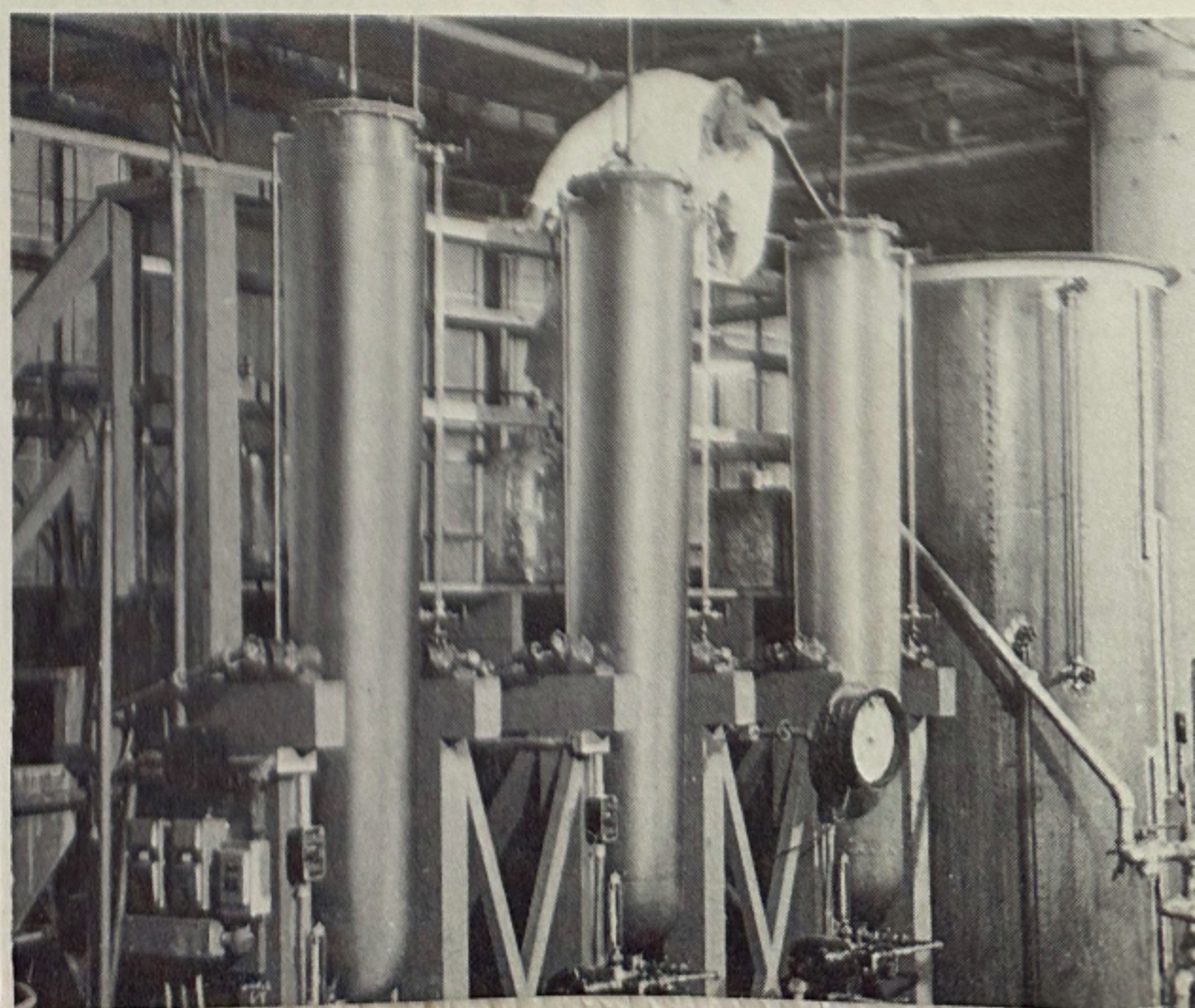
Water still to assure purity of extracts and syrups.



Modern equipment is used throughout the huge Lyons plant. One of the canning machines is shown at left.

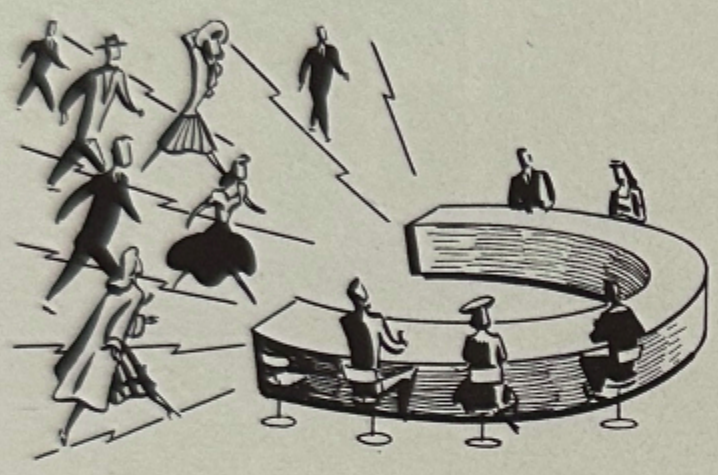
Below: Efficient fruit processing equipment, exclusive with Lyons-Magnus.

Vanilla extracting equipment in a section of our Extract Department.



HOW IMPORTANT IS YOUR FOUNTAIN?

MILLIONS of people patronize fountains daily in the United States. The alert fountain operator has one of the best opportunities among all retail businesses to do a steady, profitable business day after day. What makes the fountain business a particularly desirable one? Why is your fountain important?

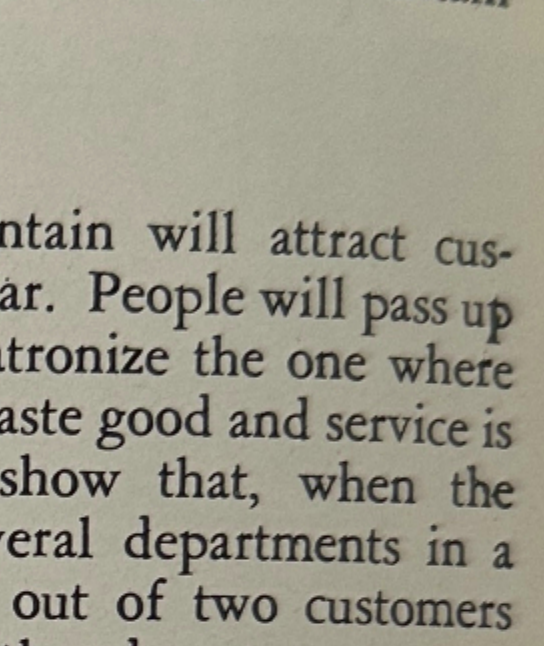


• ATTRACTS TRADE

An efficiently-run fountain will attract customers from near and far. People will pass up several fountains to patronize the one where they know things will taste good and service is dependable. Surveys show that, when the fountain is one of several departments in a store, as many as one out of two customers will also buy items in other departments.

QUICK TURNOVER •

Few retail businesses require such a small investment in supplies to do a volume business as does the Soda Fountain. The fountaineer can well afford to buy fruits and syrups in adequate quantities and still enjoy quick turnover. By keeping his stock room well filled with the good things that customers want, he can improve service and build volume through customer satisfaction.

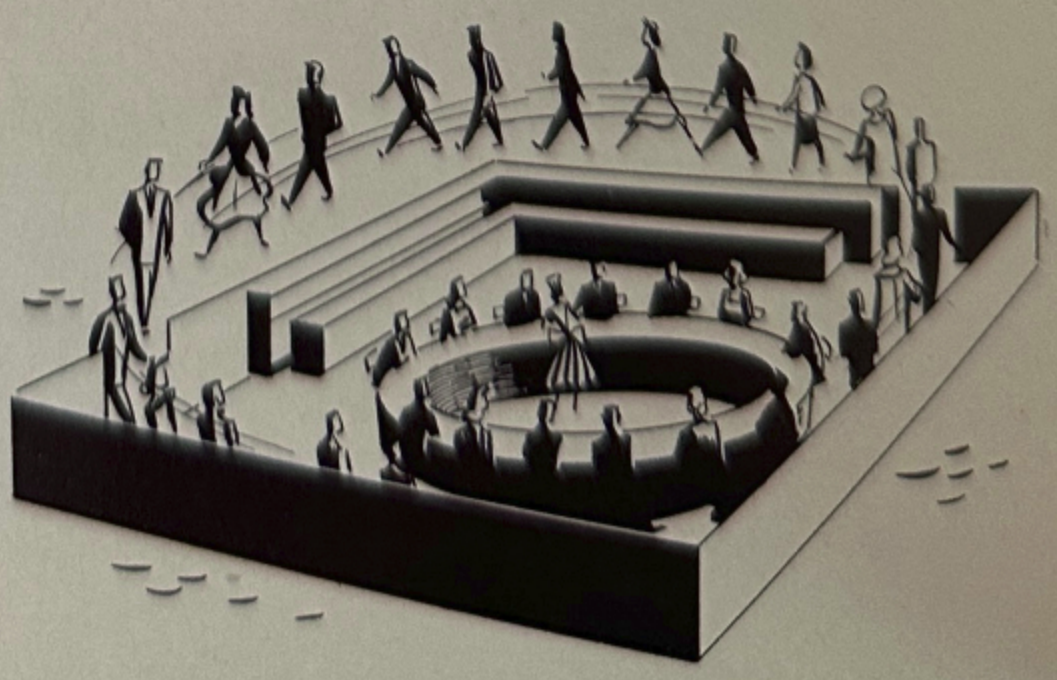


• GOOD PROFIT

A well-managed fountain can be one of the most profitable of retail businesses. As most items served are prepared right on the premises as ordered, there is an opportunity to earn a good reputation that attracts trade. Gross margin is ample and because merchandise turns over rapidly, profits soon build up.

REPEAT BUSINESS •

How often does the average person buy a new hat or a necktie or a tooth brush? Items like these that are purchased a few times a year may be bought wherever the customer happens to be at the moment he decides to buy. But once he has found a fountain that really does a good job of making what he likes, he may go back there *every day* for more.



MERCHANDISING

THE KEY TO BIGGER PROFITS

THERE has been a great deal said about "Merchandising" in the last few years. But not too much can be said if it serves to awaken Fountain Operators to the increased profits which can be theirs by intelligent merchandising.

We call merchandising the key to bigger profits. But merchandising is not a magic key, not hocus pocus, not even a rigidly prescribed method. Merchandising, as the Ice Cream Merchandising Institute puts it, is a matter of Dollars and SENSE. It is simply a matter of making your Fountain investment — in equipment, rent, labor and materials — produce more business and more profit.

A great many things enter into your merchandising program.

CLEANLINESS at your Fountain is one important factor, because patrons are attracted to a clean, sanitary fountain.

QUALITY of the products you serve is one of your most important merchandising factors, because customers will return to the fountain that consistently serves good things. It's the old "mouse trap" story brought up-to-date.

SALESMANSHIP is the final factor that takes your advantages of cleanliness and quality, and puts them over to the public. Salesmanship takes many forms. Every attendant is a salesman. Posters, window strips and displays are silent salesmen. Advertising in any form is a part of your salesmanship.

In "TRICKS OF THE TRADE" we will discuss *CLEANLINESS, QUALITY AND SALESMANSHIP.* Most of the things we write will be known to you already, and possibly overlooked because they are so obvious. But don't dismiss a suggestion lightly because you have heard it before. Check up on your Fountain, put the recommendations into effect. You will be "Merchandising" and your profits will start growing.

THE IMPORTANCE OF CLEANLINESS AT THE FOUNTAIN

PUT YOURSELF in the shoes of your customers. Try to see yourself as others see you, and then you will realize the importance of *Cleanliness* at your Fountain.

A customer, who gets an impression that your fountain is not clean, is no longer your customer. So cleanliness at the Fountain has two objectives:

1. *To be clean in appearance* and to thus impress your customers with the fact that your Fountain is clean and sanitary.
2. *To be clean actually,* so that there will be no danger from a health standpoint.

You will find that if you keep your Fountain thoroughly clean, you will attain both objectives.

CLEANING SCHEDULE

Haphazard cleaning is harder work and less effective than cleaning by schedule. Here is a suggested daily schedule. Following it is an efficient way to keep your fountain always clean.

Monday . . .

Clean half of syrup and fruit jars (one at a time) by emptying, washing, scalding and drying. Pump hot water through pumps, rinse in cold water and dry. Remove and clean draft arm nozzles, clean and polish draft arms, pump and metal work. Clean dipper wells. Clean and polish cabinet tops and undersides of lids. Sterilize refuse chute and container. Clean thoroughly under fountain.

Tuesday . . .

Clear back bar, clean and polish slab, mirror, woodwork and shelves. In replacing back bar items, clear out any slow-moving, untidy merchandise. Be sure streamers and display material are clean, fresh and neat.

Wednesday . . .

Repeat Monday's schedule on other half of syrup and fruit jars.

Thursday . . .

Clean and polish all silverware, glasses, china, straw, napkin and spoon holders, coffee equipment, mixers, toasters. Make them sparkle; use metal polish where necessary (not on chromium plate).

Friday . . .

Repeat Tuesday's schedule, clean show windows and display cases. Put up new advertising for weekend specials.

Saturday . . .

Clean and sterilize refuse chute and container. Pull all cream cans, one at a time, wash down wells with hot water. If heavy frost has formed, leave well open, apply hot water with sponge. Don't use ice pick. Scrub floor racks.

Sunday . . .

Check up and light cleaning.

Everyday Schedule . . .

Clean counters, table tops, seats, front of fountain and floor.

Clean floor in working area and under fountain.

Go over draft arms, drip pans, syrup rail, cabinet tops and other surfaces with clean damp cloth followed by dry towel.

Clean food work table.
Draw off several glasses of carbonated water at start of day and after slack periods.
Check gas supply, syrup supplies and fruit supplies at start of every day.

DANGER POINTS

There are danger points on which bacteria may develop unless you do a thorough job. Check your:

Dipper well
Cracks and crevices in work table
Tops of serving pitchers
Drain pan
Refuse chute and container.

WASHING GLASSWARE

Naturally, because you serve practically everything in glass, your care of glassware is important. The glassware washing procedure is no doubt covered by your local health regulations. As an example, the following procedure is required by the San Francisco Health Department:

Use double metal sinks.
Wash glassware in one sink, using hot water containing cleaner or soap.
Use brush to assure removal of lipstick, etc.
Submerge glassware for two minutes in other sink — using a standard approved chlorine sterilizing compound in the water.

Cooperate with and observe the regulations of your Board of Health.

PERSONAL CLEANLINESS

The appearance of the persons behind the fountain is just as important as the appearance of the Fountain itself. Common sense tells the Fountain Attendant what constitutes personal cleanliness, but here's a check list, just as a reminder:

Personal Check List —

Clean hands and nails.
Hair combed or brushed neatly, so that it will not be necessary to touch it while working.
Wash hands after any possibility of soiling them by handling papers, delivery boxes, etc.
Aprons and uniforms clean and unspotted.

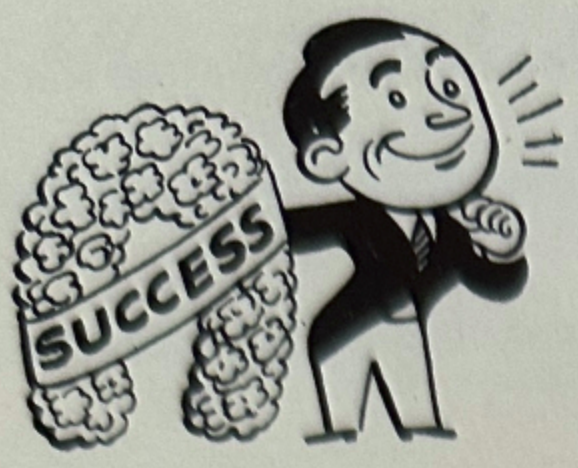
Following are some practical points on cleanliness. Observing these points serves the double purpose of impressing the customers favorably, and furthering actual fountain cleanliness.

Remove soiled dishes as speedily as possible and put them out of sight of your customers.

If during a rush period soiled glasses accumulate faster than they can be washed, remove them to the back room or put them somewhere out of sight until you have time to wash them. Change your dishwater frequently. There is nothing so distasteful to your customer as to see glassware being washed in badly discolored water.

Use tongs or spoon for serving cherries, etc. A scoop for crushed ice — not your hands.

Change the water frequently in the ice cream disher holder and provide a folded towel near at hand to tap the disher on so that water will be removed and not dripped into the cream or spoil the appearance of the serving. This is an important matter and is too often overlooked. Drops of water falling on ice cream in the cabinet freeze. Don't put ice in your ice cream.



QUALITY

THE FIRM FOUNDATION OF YOUR FUTURE

THE THINGS you serve at your fountain are *your own* products, obtainable exclusively through you. In other departments you handle the branded products of other manufacturers: Cigarettes, drugs, gadgets, that are identical to items which can be purchased in any number of other stores in the neighborhood. At the fountain you are in the position of any other reputable manufacturer — you want to create the best product you possibly can, and you want to maintain the quality of your product.

In the serving of products for human consumption, you have an additional responsibility to serve your patrons only wholesome foods that you honestly know are the best obtainable.

Ice cream manufacturers throughout the country are producing quality ice cream. Probably no other industry adheres so rigidly to high standards of cleanliness and quality. When you serve this fine food to the public, don't let down that quality with poor topping flavors and syrups.

THE TAKE-OFF TABLE: Here is a suggestion that will help you guard against customer dissatisfaction. Establish a rule at your fountain that any serving which the customer leaves only one-third consumed be placed on a table or in one particular convenient spot so that it can be examined and tasted for defect. Too often a customer, rather than make a complaint, will leave an unfinished serving and walk out. Other customers may be given similar servings without the fountain operator becoming aware that something is wrong.

WHAT CONSTITUTES QUALITY IN FRUITS AND SYRUPS?

Flavor: When all is said and done, you are a flavor merchant. And flavor comes from the fruits and syrups you use. LYONS-MAGNUS Crushed Fruits are processed in vacuum *at low temperature*. Low temperature preserves natural flavor. LYONS-MAGNUS Fruit Syrups are made from real fruit juices. When a customer orders a fruit flavored soda or milk shake, he means he wants *real fruit* flavor. You can't match real fruit flavors synthetically. LYONS-MAGNUS Ricoco Chocolate Syrup, Hot and Cold Fudges, and Sundae Toppings of various types are all of the highest quality — the kind on which you can stake your reputation.

SALESMANSHIP

THE LEVER THAT BOOSTS SALES AND PROFIT

YOU USE the principle of the lever many times a day — when you turn a latch, flick a switch or push down a pump handle.

The lever is the medium that makes it possible to use the strength of our finger to move a big load.

Salesmanship at the Fountain is the lever that makes it possible for our equipment and personnel to do a bigger job.

You have two ways to increase your business — by increasing the size of your checks and by bringing in more customers.

There is more hidden profit in the raising of the unit sale in the Fountain business than in any other business. For example:

Two customers enter your Fountain — one orders a plain 5 cent Root Beer; the other is *sold* a 15 cent Frosted Root Beer. Both require about the same amount of service, both use the same amount of counter space, both require a glass that must afterwards be washed. Yet one customer leaves three times as much in your till as the other. *Salesmanship,* by raising the unit sale, has made the same cost of doing business return a larger profit.

Let's go back further and reconstruct the scene as these two transactions took place. The customer who took the plain Root Beer was probably undecided. A Root Beer was easy to think of, so he ordered it. The other customer was also undecided. The other attendant saw an opportunity for salesmanship and said "We are famous for our Frosted Root Beer. Wouldn't you like to have one?" The idea clicked, the sale was made.

The man or woman behind the Fountain is the one who has the most opportunity to raise the size of the check.

Sell By Suggestion—When you serve the customer a glass of water and a napkin SMILE and say something that sells. For instance, "Good Afternoon — our special today is a Black and White Sundae; may I serve you one?" or "May I serve you one of our delicious Chocolate Ice Cream Sodas?" These are only suggestions, but they are *positive* selling phrases instead of such negative or non-productive phrases as "What will it be?" or "May I help you?"

Don't hesitate to use salesmanship even on your regular nickel drink customers. When you ask "A large one?" in reply to the usual order, it's easy for the customers to say "Yes." The suggestion of making the drink a "Float" may also click. The important thing is that you have boosted the sale.

When serving a lunch, you can frequently increase the check by suggesting —

"Would you care for pie a la mode?"

"Would you like a milk shake with your sandwich?"

"We have some delicious Black Walnut Ice Cream for Dessert."

These suggestions sound simple — but they work.

Here are some actual results:

A drug chain found that only 3.8% of their customers said "Yes" when asked:

"Would you care for any dessert?"

But when the question was changed to —

"Will you have pie with Ice Cream? It's special today."

22.5% bought.

SODA FOUNTAIN MAGAZINE as a result of an intensive analysis, found that in selling by suggestion the average fountain attendant is only 31.3% effective. In other words, takes advantage of only one out of three opportunities to increase sales by suggestion. In an investigation, trained shoppers were instructed to buy twenty-five cents worth of food, and to increase this order only if additional items were *suggested* by the attendant. Only 10% of the checks were over twenty-five cents. After the attendants had been instructed on selling by suggestion, a repeat test showed that 80% of the checks were over twenty-five cents.

A boss can always get a clerk, a waiter or a waitress. But a good *sales person* is hard to get and worth keeping. You can develop into a valuable sales person by *selling* instead of just serving.

"WHAT KIND OF ICE CREAM HAVE YOU?"

That question is being asked thousands of times every day in every city in the country where ice cream is being served (regardless of menus, window-strips and signs). The chances are that 99 out of every hundred answers start with "vanilla, chocolate and strawberry"; then three to a dozen flavors more are rattled off. Time is wasted, the attendant begins to move from one foot to the other (apparently indicating to the customer to hurry and make up his mind) and this usually ends up by the customer feeling embarrassed and ordering one of the first three old favorites. Figure out how many times this happens and you have the answer to "why don't *specials* move better in my store?"

If we are going to sell only vanilla, strawberry and chocolate, we are not going to greatly increase business.

Rattling off a long list of flavors only confuses. Mention one or two of the specials you are featuring *first* — wait — then mention a couple more. You will get the order quicker, you will be selling the item you want to sell.

ARE YOU SET-UP TO SELL?

Some morning walk into your store with the idea in mind that you have never seen it before. *Look at your fountain,* then ask yourself "What am I set-up to sell? — Cigarettes? Gum? Hamburgers? — or Fountain Specials?

Does Your Fountain Look Like This?

The cash register is in the middle of the backbar with gum and candy bars taking up most of the available space to the left and cigarettes to the right. Perhaps an assortment of pie, cake and doughnuts decorate the remaining space — a confusing array of signs, window strips, menu cards, etc., are literally covering the backbar, hiding the attractiveness that costs so much to create. But let's not go further with this horrible example.

Here Is the Way It Should Look:

The cash register should be at the end of the Fountain toward the entrance of your store, on a separate showcase if possible. Group the gum and candy bars around it. When the customers' change and the gum and candy are before them, the impulse to buy will do surprising things to your sales on these items. You cannot, of course, display ice cream on your backbar. But you can make a display of cleanliness and neatness, an attractive display of gleaming clean glassware that invites your customer. Just go into any cocktail bar today; note the profusion of highly polished glasses, a type of glass for each type of drink — dozens and dozens of them. What impression do you get? You cannot help but feel that here is a place that at least *expects* to do a big business.

Just carry that idea to your own fountain. Plenty of attractive glassware, a par-

ticular type of dish for each type of serving. Rows of them. It gives the impression that you "expect" to do a large business. Skimpy glassware assortment on your backbar is the worst kind of advertising for you.

YOUR SALES PROGRAM

No one ever built a worthwhile building without a plan — and no one has built a worthwhile business without a program. Develop a sales program to guide your efforts.

SPECIALS: Feature one or two Specials at your Fountain. You may select a Special for the Month and feature it for certain days each week; or you may select a new Special each week. The Special does not have to be a brand new fountain creation. It can be one of your standard Sodas or Sundaes — but it must be *featured*. Use display strips and posters on your backbar or on your Special Display Panel. Type or mimeograph a slip describing the Special on colored paper, and clip it to your menu. This little flag is one of your best and easiest to use sales helps. If you use newspaper, radio or direct mail advertising, give your special a feature spot in this advertising.

And what is most important — sell your special by suggesting it to patrons. This means every attendant must be familiar with the Special, be able to describe it attractively and remember to suggest it at every opportunity.

Don't run a special to death. After a few days a special ceases to become new and interesting. Don't run a special more than a few days or a week. This does not mean that you should not repeat successful Specials.

You can vary your program to fit various periods of the day. If you do a breakfast business, increase that business by selling fruit with cereal, coffee and toasted snail instead of coffee only, chilled fruit juices, etc.

For luncheon, fit your offerings to the menu and possibly a small "Demi Sundae" or a frosted or milk drink as part of a luncheon combination.

The afternoon and evening periods are your best times to increase sizes of checks by putting your effort behind your "Specials."

If you have a dinner hour slump, you can use this time profitably to develop your Ice Cream "Carry-out Business." Some suggestions are given below.

ADVERTISING MATERIAL

A Fountain Operator can do a better advertising job at less cost than any other merchant. Fruit and flavor manufacturers and ice cream makers produce expensive and effective advertising material and make it available to Fountains for the asking. And so, at no expense, you can advertise *your own products* with displays that would cost you hundreds of dollars if you were to produce them independently.

LYONS-MAGNUS will help you in your advertising program by supplying window and backbar strips, posters, menu sheets and stickers, and other helpful material. Since new material is constantly being developed and offered to Fountains, it will pay you to keep in close touch with your LYONS-MAGNUS representative so that you can take advantage of this service.

DISPLAYS

Your display advertising catches the eye of the customer as he passes your store, or as he steps up to the counter. Therefore, it should be colorful, attractive and concise and it should be well displayed. Don't clutter up your whole Fountain with conflicting displays because instead of multiplying the effect you will deaden the effect. In putting up your display material be guided by the principle that it is better to put over one or two ideas well, than a dozen ideas poorly.

MENUS

It is just as easy to type or mimeograph a Menu sheet that *sells* as one that simply lists the day's offerings.

For example, you want to sell ice cream as a dessert. List and describe several special suggestions:

DESSERT . . . Delicious Old Fashioned Maple Walnut Ice Cream
Chocolate Sundae — topped with our rich, smooth chocolate
Fresh Apple Pie a la Mode.

You will find that about 80% of your luncheon customers offered ice cream as dessert in a luncheon combination will take ice cream. Many cafeterias, restaurants and coffee shops have increased profit and brought new business, because they have varied the dessert menu with ice cream flavors the customer probably would never have tasted otherwise. There is more profit in ice cream than pie. If you must include pie or cake, sell ice cream with them.

Here are some typical menu suggestions that fit the character of the Fountain and do their share to promote sales of the profitable "Fountain Items." These will suggest other combinations appropriate for the season and weather. List these offerings on your "Daily Special" sheet attached to your printed menu.

TODAY'S SANDWICH-SHAKE SPECIAL
Minced Ham and Sweet Pickle Sandwich, with Chocolate-Mocha Milk Shake
(price)

◆

FOUNTAIN COMBINATION SPECIAL
The Sandwich — Minced Ham, Deviled Egg, Tuna Salad, or Cheese and Ripe Olive.
The Drink — Root Beer, Coca Cola, Coffee or Milk.
The Dessert — OUR FAMOUS DEMI-SUNDAE, Strawberry, Pineapple, Chocolate.
(price)

◆

OUR DESSERT SUGGESTIONS FOR TODAY
BLACK RASPBERRY SHERBET . . . . . (price)
BUTTERSCOTCH SUNDAE . . . . . (price)
CHOCOLATE CAKE WITH YOUR FAVORITE ICE CREAM . . . . . (price)

Make up menu "clip-ons" about 2 x 3½ inches. These can be typed or mimeographed, and often it is easy to trace a small illustration. Use the clip to feature a particular fountain special. A sundae, soda, frosted drink or cake and ice cream combination.

PRINTED ADVERTISING

If you can develop an active mailing list of your customers, and keep it up-to-date, you will find that printed post cards will be very effective. Your printer will have cuts on hand and can help you prepare attractive cards. Since post cards go into the home, use them to advertise Dessert Specials — such as Special Ice Cream, Ice Cream and Cakes, or Ice Cream and Sundae Toppings.

If you use newspaper advertising, you will find that your paper also has cuts available and will help you prepare your advertising.

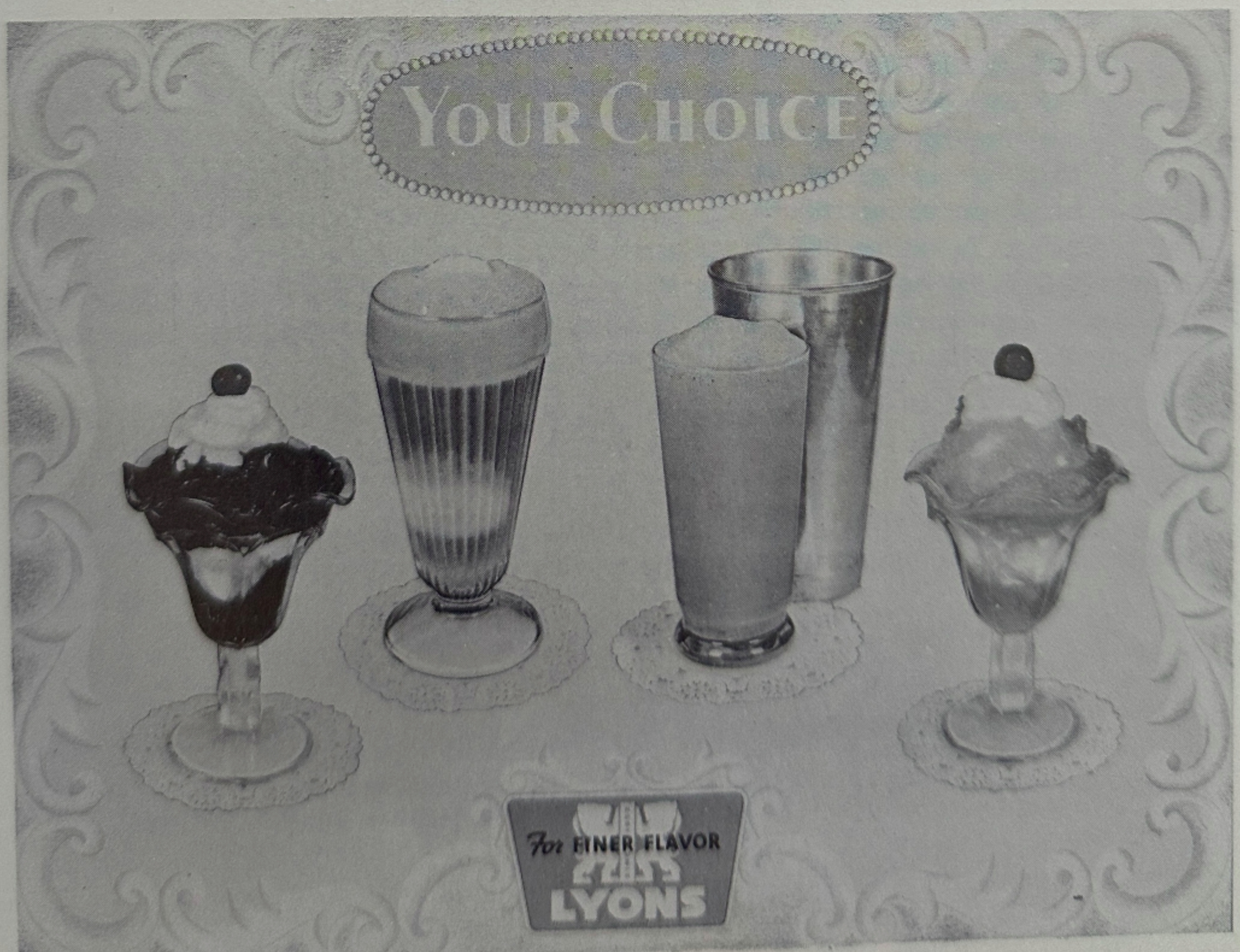
TELEPHONE: There is frequently a chance during slack periods to phone customers and remind them of Ice Cream for Dessert. It takes only a few sales of home packages of Ice Cream to make a worthwhile increase in volume.

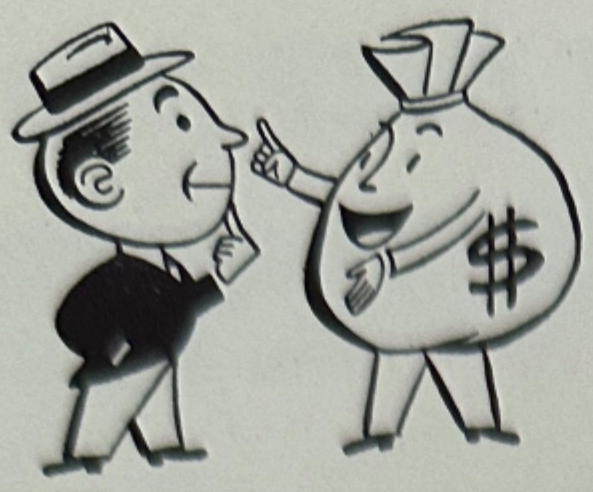
FREE SELLING AIDS TO HELP YOU

TO HELP Fountaineers promote specials, feature profitable items and merchandise the fountain generally, Lyons-Magnus produces new sales-building material regularly. Many items are now available and new ones are always being introduced. Your Lyons distributor will supply you with attractive, colorful posters, window strips and other displays without cost to you. A publication called "Ideas for Fountaineers" is mailed regularly to all Fountaineers. If you are not receiving this free publication drop a line to Lyons-Magnus, Inc., 2545 16th Street, San Francisco 3, California. It will be a pleasure to add your name to the mailing list.

Are you on the mailing list to receive this publication regularly? Contains helpful suggestions about fountain operation.

Shown below is a typical display (original is in full color) that helps build sales.





COST ANALYSIS

YOU ARE in business for profit. Therefore, it is necessary that you figure your costs so that you make your necessary profit on every item you sell. But in figuring costs, "don't save at the barrelhead and lose at the spout."

Your investment in quality ingredients will gain you increased profits by developing increased business from satisfied customers. Saving of a few cents by purchasing inferior ingredients will lose dollars in customer satisfaction.

Figure costs on a per serving basis, and you will decide that the use of better quality fruits and syrups has a very small effect on the *cost* per customer, and a very big and important effect on the *satisfaction* per customer.

In figuring costs, you must consider two types of cost.

1. The direct material costs that you know go into each drink or sundae, such as ice cream, milk, ice, flavors, garnishes, etc.
2. The operating costs or overhead, such as labor, rent, heat, light, glassware and crockery replacement, laundry service and all the other miscellaneous costs of doing business.

TO FIGURE GROSS PROFIT	Example
Gross Sales	.15
Less: Cost of Ingredients	—.075
Equals: Gross Profit	.075

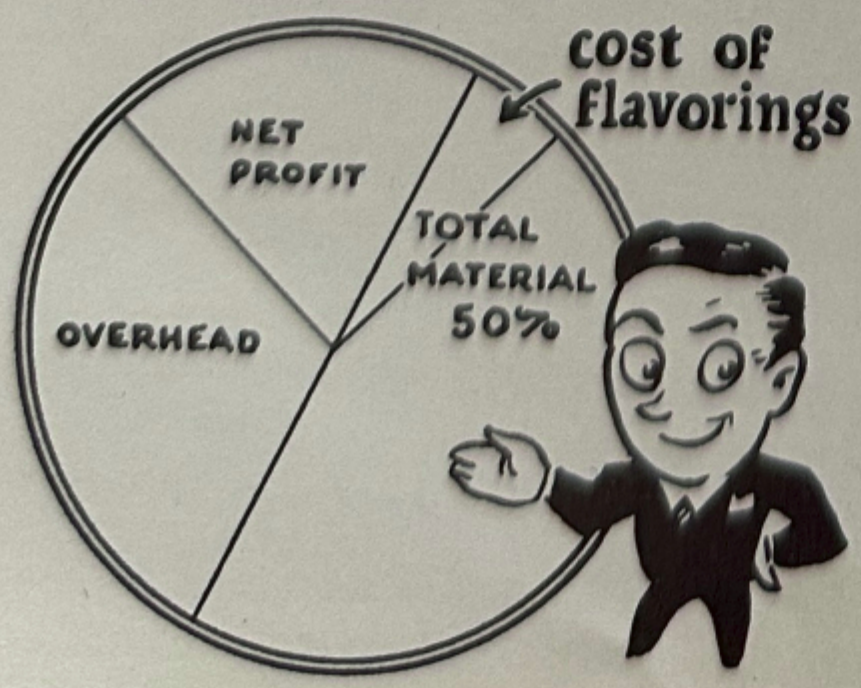
TO FIND THE GROSS PROFIT PERCENTAGE

Gross Sales Into Gross Profit equals Gross Profit Percentage ..... $.15\overline{)\,.075}$ = 50%

You can figure your ingredient costs per serving accurately by using the charts we have provided. Your overhead costs are allotted to each serving by arriving at a percentage figure. This percentage will vary with individual fountains, depending on volume, rent and other varying conditions. The percentage will also vary between strictly fountain items and other items.

However, the cost of materials should *average* around 50%, leaving a *gross* profit of about 50%. Overhead will average about 30%, leaving a net profit of 20%.

The study of average fountain costs and profits reveals that the selling price of a good sundae or soda splits up according to this chart:



The chart at left reveals that FLAVOR one of your biggest factors in pleasing customers, is the smallest part of your cost.

WHEN BUYING fruits and syrups, consider the *cost per serving*. You'll find that the finest obtainable cost only a few hundredths of a cent more —an amount so small that it can be disregarded. Yes, it's actually true that a difference of dollars spent for better fruits and syrups is measured in *hundredths of a penny* in the cost per serving. For example, $2.00 per dozen tins may mean a big difference in quality between two brands of crushed fruits. Yet this difference is only 8/100ths of a cent per serving. This means you can be sure of pleasing 100 customers with better-tasting sundaes at an extra cost of only 8c!

COSTS PER SERVING

CRUSHED FRUITS, SUNDAE TOPPINGS

No. 10 tins Cost per doz.	$30.00	$32.00	$34.00	$36.00	$38.00	$40.00	$42.00	$44.00	$46.00	$48.00	$50.00	$52.00
CRUSHED FRUITS with 2 parts Simple Syrup added. Cost per 1½ oz. serv.	.0168	.0176	.0185	.0194	.0202	.0211	.0220	.0228	.0237	.0246	.0255	.0263
SUNDAE TOPPINGS with 1 Part Simple Syrup added. Cost per 1½ oz. serv.	.0223	.0236	.0249	.0263	.0276	.0289	.0302	.0315	.0328	.0341	.0354	.0367

CONCENTRATED SYRUPS

Conc. Syrups Cost per gal.	$2.10	$2.20	$2.30	$2.40	$2.50	$2.60	$2.70	$2.80	$2.90	$3.00	$3.10	$3.20	$3.30	$3.40	$3.50
Cost per serv. with 3 parts Simple Syrup added: 1½ oz. serv.	.0104	.0107	.0110	.0113	.0115	.0118	.0121	.0124	.0127	.0130	.0133	.0136	.0139	.0142	.0145
1 oz. serving	.0069	.0071	.0073	.0075	.0077	.0079	.0081	.0083	.0085	.0087	.0089	.0091	.0093	.0095	.0096

READY SYRUPS

Ready Syrups cost per gallon	$1.50	$1.60	$1.70	$1.80	$1.90	$2.00	$2.10	$2.20	$2.30	$2.40	$2.50	$2.60	$2.70	$2.80
or equivalent Cost per No. 10 tin	1.125	1.20	1.275	1.35	1.425	1.50	1.575	1.65	1.725	1.80	1.875	1.95	2.025	2.10
Cost per 1½ oz. serv.	.0176	.0188	.0199	.0211	.0223	.0234	.0246	.0258	.0270	.0281	.0293	.0305	.0316	.0328
Cost per 1 oz. serv.	.0117	.0125	.0133	.0141	.0148	.0156	.0164	.0172	.0180	.0188	.0195	.0203	.0211	.0219

NOTE: *Simple syrup costs* used in the above charts are based on sugar at 8c per pound. Each ½c per pound change in the price of sugar makes a difference of 3c per gallon in the simple syrup cost, or a difference of .0002 in cost per serving of crushed fruits and .0004 per serving of syrup. Figures are based on using 6 pounds of sugar to ½ gallon of water. See page 17 for simple syrup formula.

Charts giving the cost per serving of fruits, toppings and syrups are given on the preceding page. Ice cream serving costs are shown below. By adding together the cost of the various ingredients used in a particular serving, you can accurately determine your material costs and thus set proper selling prices and earn a suitable profit.

OTHER ITEMS OF COST

To get accurate costs, it is necessary to include cost-per-serving for such items as carbonated water, whipped cream, chopped nuts, malted milk, garnish. An allowance should also be made for waste and the average is usually .003 per serving.

ICE CREAM COSTS

To get full return from your ice cream, watch your dipping equipment and how you use it. You will need a full range of dipper sizes, and they should be kept in first-class shape — clean, shining and sharp-edged.

In dipping, use circular strokes and roll the ice cream — don't dig and pack it. Start at the outer edge, next to the container, taking a layer at a time.

Keep your dippers clean, and before putting the dipper in the can, be sure you tap it on a folded towel or cellulose sponge to remove water.

(The following figures were furnished by the Ice Cream Merchandising Institute and are subject to variation, depending on care used in scooping, temperatures, training of employees, etc. Careless or "over scooping" and scooping by poorly trained employees can result in as much as a 20% loss.)

Size of Dipper	Avg. Dips per Gal.	Cost per Dip at Varying Cost per Gallon for Ice Cream					
		$1.10 per Gal.	$1.20 per Gal.	$1.30 per Gal.	$1.40 per Gal.	$1.50 per Gal.	$1.60 per Gal.
#30	62	.0177	.0194	.0210	.0226	.0242	.0259
#24	51	.0216	.0235	.0255	.0274	.0295	.0314
#20	42	.0262	.0286	.0310	.0334	.0358	.0382
#16	35	.0314	.0343	.0371	.04	.0429	.0458
#12	26	.0423	.0462	.0500	.054	.0578	.0616
#10	24	.0458	.0500	.0542	.0585	.0625	.0667
#8	22	.0500	.0545	.0591	.0637	.0683	.0728

HOW TO JUDGE FRUITS AND SYRUPS

When you purchase your Fruits and Syrups, keep these factors in mind.

Strength of Flavor: Will the fruit or syrup have ample flavoring strength when diluted?

Character of Flavor: Is the flavor natural? Natural flavor is the result of more careful processing and the use of more costly ingredients.

Solid Pack: Is the crushed fruit solidly packed, so that the ready-for-use topping is rich in fruit pieces and flavor?

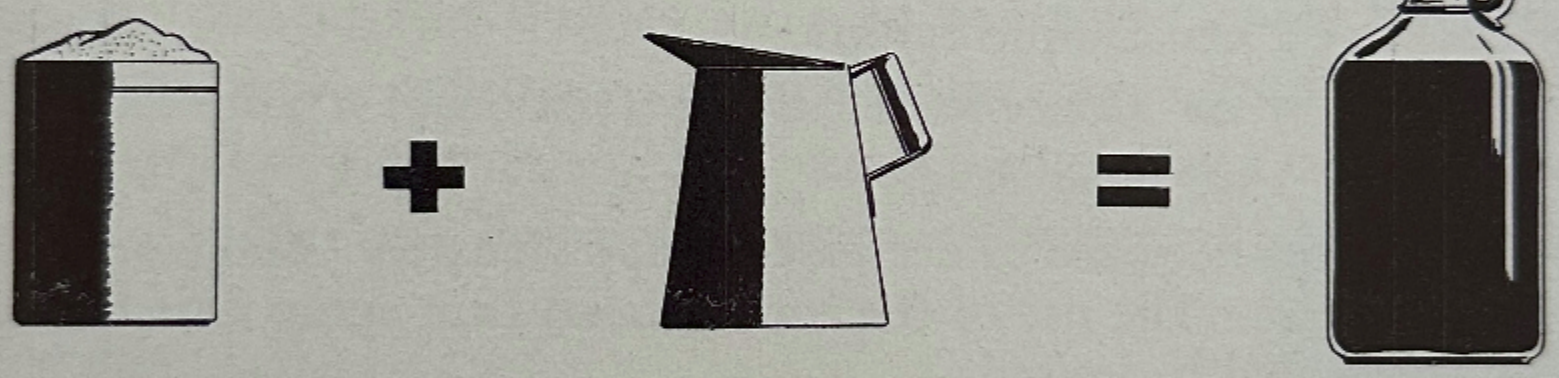
Uniformity: Has the manufacturer resources capable of supplying uniform high quality year in and year out?

THE A B C's OF PREPARING FRUITS AND SYRUPS

HERE ARE the A.B.C.'s of preparing fruits and syrups for Fountain use. They are simple, but do not take them lightly on that account. Above all, prepare these ingredients uniformly so that there will be no variations in flavor of the finished Special. Follow the directions given on the labels of tins and jugs to get the results the manufacturer intends for you. Use measures for accuracy. Do not rely on your eye or guess work.

SIMPLE SYRUP for Preparing Fruits and Syrups:

To make simple syrup, stir six pounds of sugar (a number ten can, heaped up with sugar, holds six pounds) into a half gallon of hot, boiled water. This makes almost one gallon of finished syrup. Cold water may be used but the sugar melts faster in hot water. Be sure the sugar is thoroughly dissolved, bring to a boil again, cool and then strain the syrup. Larger batches can be made by combining water and sugar in the same proportions.



6 Pounds Sugar + **½ Gallon Water** = **1 Gallon Simple Syrup**

There are some possible variations from the above standard formula for simple syrup but too light a syrup has poor keeping qualities and too heavy a syrup can be too sweet and cloy the taste. In hot climates, however, heavier syrup (seven pounds of sugar to one-half gallon of water) is sometimes used with fruits because of its better keeping qualities. Lighter syrup, using five and one-half pounds of sugar to one-half gallon of water, flows more freely when chilled. This lighter syrup is recommended for preparing LYONS ROOT BEER when it is served from an automatic dispenser (barrel or fountain).

CUTTING CONCENTRATED SYRUPS for Use in Sodas, Shakes, Drinks:
Fountain syrups that come in concentrated form must be cut with simple syrup before using. Read directions on the label before proceeding. Use a thinner syrup when automatic dispensers are used as it will flow more freely under refrigeration. Use the standard simple syrup for thinning flavorings when dispensed from the regular fountain pumps. Directions for thinning chocolate are given on page 19.

Lyons-Magnus Concentrated Syrups are cut by adding three parts Simple Syrup to one part Concentrated Syrup—plus fruit acid as directed on the labels. Fruit acid in syrups and fruits adds zest and flavor, just like salt and pepper on steak. Prepare only enough syrup for immediate use—to fill the syrup jar or syrup dispenser—as it maintains its quality better in undiluted form.

STREAMLINE READY SYRUPS:

Lyons *Streamline* READY SYRUPS are ready for instant use, just as they come from the can. They save time at the fountain—no muss, no fuss, no bother. When you save time, with today's labor costs, you save real money. *Streamline* Syrups please customers. Syrups are always properly prepared. Famous "For Finer Flavor."

Just Punch and Pour

LYONS ORANGE DRINK — FRUIT PUNCH:

These fruit syrups are made with pure fruit juices and sugar, with fresh character preserved by minimum concentration. Therefore, they come in ready-for-use form only and should not be diluted with Simple Syrup. The finished drinks are made with plain, rather than carbonated water, by adding 5 parts water to 1 part syrup.

CUTTING CRUSHED FRUITS—For Use in Sundaes, Sodas and Specials:

Lyons-Magnus Crushed Fruits are concentrated in vacuum and can be diluted with two parts Simple Syrup before serving. These fruit toppings should be ladled from a jar or bowl. Do not use them in pumps.

Directions: 1 qt. Crushed Fruit
2 qts. Simple Syrup
4 oz. Concentrated Syrup (optional) (same flavor as fruit)
1 oz. Fruit Acid.

Quantities can be increased or decreased proportionately. Make up only enough for immediate use. The use of the concentrated fruit syrup enriches flavor, but it can be eliminated if desired.

CARAMEL, BUTTERSCOTCH:

Add Simple Syrup to serving consistency. For good, rich sundae we recommend one part Simple Syrup to one part sundae.

MARSHMALLOW:

For general use, thin to desired consistency by whipping in four ounces hot water to one pound Marshmallow. However, hot Simple Syrup may be used for a heavier creme. For fruit flavored Marshmallow Toppings, stir in Concentrated Fruit Syrup to desired flavor and consistency.

NUT SUNDAE TOPPINGS:

Lyons Black Walnut and Maple Walnut Sundae toppings are packed in syrup, richly flavored. To prepare for service, add simple syrup to make desired serving consistency.

CHERRIES:

The final touch to top off sundaes and many fruit drinks is the colorful garnish —a bright red cherry. No preparation is required—use them as they come from the tin or jar. Lyons supplies three styles: "Deluxe" Whole Cherries, "Utility Pak", and Cherry Halves.

CHOCOLATE SERVICE

WHEN it comes to the big fountain sellers — sodas, sundaes and shakes—the most popular flavoring, by far, is chocolate. It pays to serve the very best chocolate you can obtain — Lyons RICOCO Chocolate Syrup. Available in two strengths — Double and Single Strength. Double Strength is thinned to proper consistency with boiled water to make a mouth-watering sundae topping or can be mixed with an equal part of simple syrup for regular pump use. Single Strength is ready to use in the syrup pump just as it comes from the can—ideal for *Streamline* service.

When Lyons RICOCO Chocolate is poured over a mound of ice cream, you have a fountain favorite sundae that insures repeat business.

PREPARING RICOCO FOR SODAS AND SHAKES

Cut your regular simple syrup to half strength with an equal part of boiled water. Then use one part of this thinned syrup to one part Double Strength Ricoco. This avoids excessive sweetness and allows the rich Chocolate flavor to predominate in drinks. Single Strength Ricoco is used just as it comes from the can, providing fast service and uniform flavor and consistency.

HOT FUDGE

Lyons Hot Chocolate Fudge is a popular and profitable seller. By offering it regularly, customers will pass by other fountains to visit yours. It's made of the finest ingredients. Delicious flavor! Use in warmer undiluted, do not add simple syrup. If fudge becomes too thick, thin with milk or cream. Heat at one time only enough fudge required for a day or two.

A complete chocolate merchandising service is available to you. Special combination deals on fudge warmers will save you money. Shown above is a sales-building display that is furnished without cost. See your Lyons Distributor and let him help you.

Two models of Helmco-Lacy fudge warmers are offered as special deals. The one shown here takes a full No. 10 tin of fudge. Just remove lid of can, remove paper and place can in warmer. No waste. Saves time.

ROOT BEER SERVICE

ROOT BEER, the pioneer of carbonated beverages, and still a favorite of millions, has the greatest profit possibilities at the Fountain today of any beverage. Still it is probably one of the most abused beverages offered to the public. Many fountain operators believe that anything that can be called Root Beer is "good enough" for the customer who asks for Root Beer. But *good* Root Beer, properly served and effectively merchandised, has proven itself time and time again in many fountains.

LYONS ROOT BEER knows no season. We offer the dealer a marvelous array of special deals, equipment and advertising material to enable him to serve LYONS ROOT BEER properly and to promote the sale in his fountain the year 'round. Your first interest is PROFIT. See opposite page for cold figures in black and white.

BARRELS BOOST SALES

Wooden barrels are the traditional dispensers for LYONS ROOT BEER. Every time a new barrel is installed, sales climb. The barrel itself suggests to customers that here is a cold, creamy, delicious drink that will be properly served. Lyons furnishes barrels in three sizes so that even fountains with limited space can accommodate one. For more profit at your fountain, see your Lyons Distributor and arrange for installation of a LYONS ROOT BEER barrel.

Shown above are the three sizes of LYONS ROOT BEER Barrels. The largest is the 45-gallon size and has a 21" base; then comes the 17 gallon size which has a 14" base. The 8 gallon size is the "baby" with a 13" base. The smallest occupies slightly more than a square foot of space.

nearly four out of five is profit

BIG PROFIT

Every time you sell five LYONS ROOT BEERS at 5c each, you take in 25c. Nearly 20c of that is *all profit!* What other item offers such an opportunity to make money? Using concentrated LYONS ROOT BEER Syrup, here are the profit figures:

1 No. 10 tin Concentrated LYONS ROOT BEER Syrup costs	$ 2.20
(Costs even less when bought in quantity)	
12¾ lbs. sugar at .08 lb. (to make 9 quarts simple syrup)	1.02
Total cost of 12 quarts (3 gallon) ready-for-use syrup	3.22
3 gallons of ready-for-use syrup will make 300 10-oz. drinks, using 1¼ oz. per drink. Selling at 5c per drink, income from 3 gallons would be	15.00
Less cost of prepared syrup	3.22
GROSS PROFIT ON 300 DRINKS	$11.78

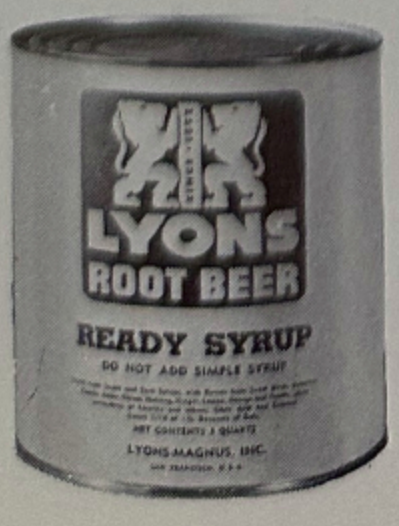
ALMOST 4c PER DRINK!

With this profit it pays a fountain operator to multiply it as often as possible!

NEW, STAINLESS STEEL AUTOMATIC DISPENSER

Satisfying, automatic LYONS ROOT BEER service is insured when you use a Lyons automatic dispenser. Fits into modern, efficient fountain operation. Mixes just right, insuring consistently good drinks and constant customer satisfaction. Measures accurately and protects your big profits. Fits on counter base or syrup rail. Compact, streamlined, attractive. Ask your Lyons distributor for complete details.

SAVE TIME — PLEASE CUSTOMERS WITH READY SYRUP



When you use LYONS ROOT BEER *Ready* Syrup, you just pour direct from the can. No mixing. No muss, no fuss, no bother. Saves time and insures properly prepared drink which pleases customers. Packed in number 10 cans. Speeds up your fountain operations.

MERCHANDISING PLANS

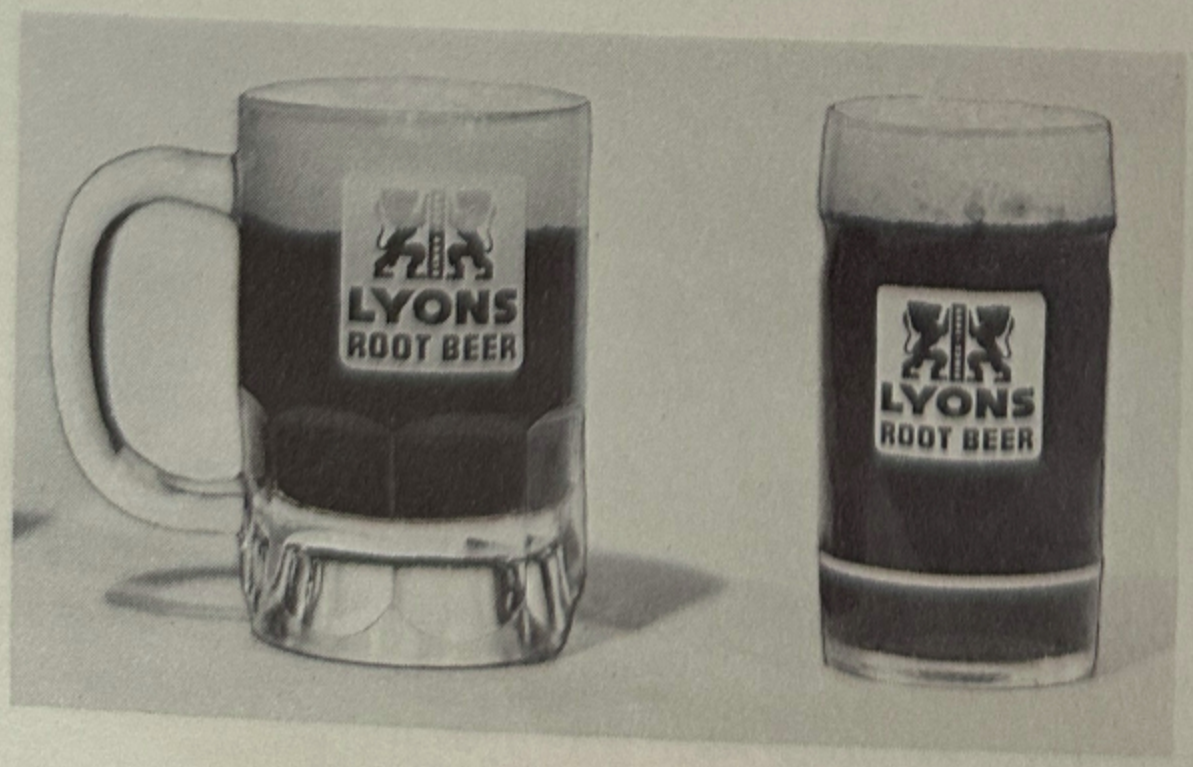
AN ALL-AROUND, successful merchandising plan for LYONS ROOT BEER has already been worked out and is in successful operation in fountains everywhere. The proper, automatic dispensing equipment to fit your fountain, plus suitable glassware will get you started. Much advertising material is furnished to you free. Many LYONS ROOT BEER specials such as Floats, Sodas and Shakes offer great possibilities. The flavor is one that is known to everyone and asked for daily by a large percentage of fountain customers. It will pay you to sell LYONS ROOT BEER . . . the finest obtainable.

APPEALING DISPLAY PIECES

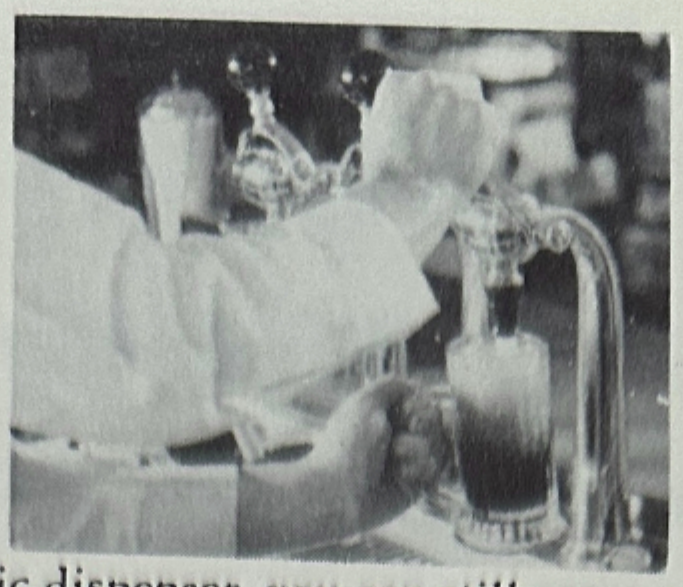
The display piece for LYONS ROOT BEER, shown above, is ideally suited for use at the fountain. Ingeniously designed to fit in steins or glasses, it saves space . . . does not interfere with service.

The display panel shown at right is one of many different sales builders furnished without cost to Fountaineers. Material is available for window, back-bar, counter. Let your Lyons Distributor help you set up a forceful, sales-building display that will keep your LYONS ROOT BEER barrel busy. New items are being developed constantly. Your Lyons Distributor will keep you posted about them.

GLASSWARE



The traditional stein to many people has become the trademark of Root Beer. And when steins are chilled in ice cream cabinet before using, the drink has extra appeal — frosty and delicious. Chilled steins build business. The modern Lyons decorated thin glass with chip proof rim has a protective bulge to reduce breakage. Either stein or glass holds ten ounces. Special, low prices make this glassware an attractive buy for any fountain.



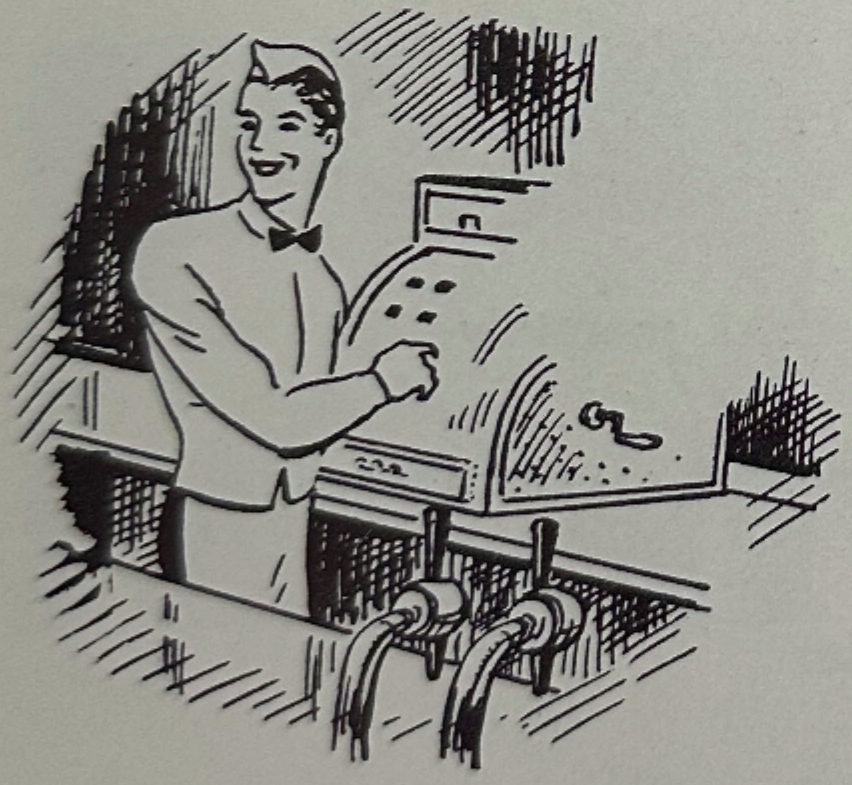
If you do not have an automatic dispenser, you can still serve a creamy, foam-topped LYONS ROOT BEER by following this procedure:

Draw 1¼ ounces LYONS ROOT BEER Syrup from Syrup Pump into 10 ounce glass or stein. Add 2 ounces plain ice water. Nearly fill glass with coarse stream of carbonated water. Finish with fine stream for a creamy collar.

PREPARING CONCENTRATED ROOT BEER SYRUP FOR SERVICE

When you use an automatic dispenser or barrel (see pages 20 and 21), use of a thinner simple syrup is recommended (5½ pounds of sugar to one-half gallon of water will make about one gallon). The thinner syrup will flow better under refrigeration. Three parts of the thinner simple syrup is added to one part of LYONS ROOT BEER concentrated syrup and the syrup is then ready for serving. All mixing and preparation at the fountain is eliminated, however, when you use READY SYRUP (see page 21). Just pour from the can—ready to use.

ROOT BEER SPECIALS



STEP UP THE "RING UP"

It's easy to "Step Up the Ring Up" by featuring LYONS ROOT BEER specials to sell at 10, 15 or 20 cents. The same flavor that has made LYONS ROOT BEER an old-time favorite will win friends and influence profits when served in special drinks for higher priced sellers that are simple to make and easy to sell. Here are suggested formulas.

ROOT BEER FLOAT

Add a disher of Vanilla Ice Cream to the finished Root Beer.

FROSTED ROOT BEER

After drawing syrup, add a small disher of Vanilla Ice Cream and a dash of carbonated water, using coarse stream. Muddle the syrup, ice cream and water with a soda spoon until creamy. Fill glass with fine stream. Top with whipped cream.

ROOT BEER ICE CREAM SODA

Use the thin glass or regular soda glass. Make up in the same manner as regular Ice Cream Soda, using Root Beer Syrup.

ROOT BEER MILK SHAKE OR MALT

Use the thin glass or regular milk shake glass. Make up in same way as regular malt or milk shake, using Root Beer Syrup.

FROSTED ROOT BEER SODA

In a mixing cup:

1¼ ozs. LYONS ROOT BEER Syrup
1 disher Vanilla Ice Cream
Small amount carbonated water.

Mix just long enough to dissolve Ice Cream.

Pour into LYONS-MAGNUS Thin Glass or Soda Glass: Fine stream carbonated water 2/3 full, float disher Vanilla Ice Cream, finish with fine stream.

SERVICE!

A WORD WE OFTEN HEAR . . .
A THING WE SELDOM SEE . . .

WE HEAR a great deal about service in every branch of business. But we all talk about it much more readily than we deliver it.

To understand the importance of *Service* at the Fountain, just put yourself in the customer's shoes again and decide what kind of service you would want if you were sitting on the other side of the Fountain.

You would want a smile and courteous treatment. You would want to feel that your patronage was valued and appreciated.

In addition to these things — which are largely a result of attitude on the part of the Fountain Personnel — there are certain specific services. Once again we give a check list to remind you of some of the things you may be overlooking now.

SERVICE CHECK LIST √ & √ √

If a customer sits at a place that has just been vacated, clear it promptly.

Be sure counter is clean and *dry*.

Serve a fresh glass of cool water promptly, and be sure the glass itself is not warm from the rinse water.

If you use menus, be sure the customer has one.

Take the order promptly.

Serve the complete order promptly, don't keep the patron waiting for his beverage after serving a sandwich; don't keep him waiting for cream after serving the coffee.

If the order is for a fountain special, give the check promptly; don't make it hard for the customer to pay his bill.

If the order is for a meal, make it easy for the customer to order dessert.

A "Thank You" with the check.

Pay Attention To Serving Details, Such As:

Serving silverware by holding the handle.

Holding glassware towards the bottom, not by the brim.

Serving dishes neatly, without syrup or foam running down the side.

Put everything needed in easy reach — catsup, napkins, sugar, salt and pepper, menus.

Keep the water glass filled.

In addition to the attention you pay to the individual, there are general things about your Fountain that contribute to your Service.

Straw holders and napkin holders filled.

Sugar, salt and pepper containers filled, and all conveniently placed.

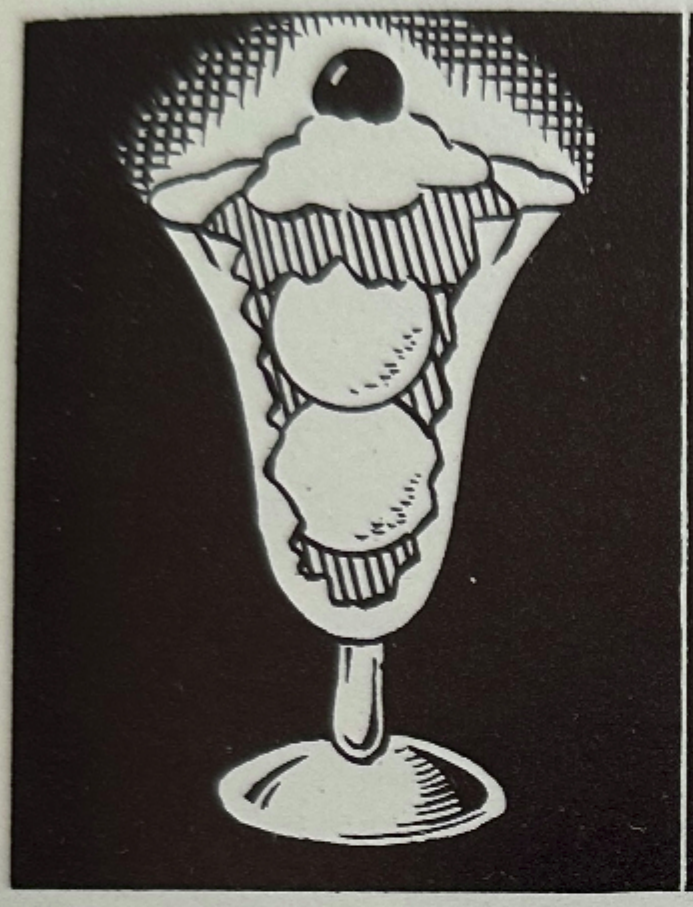
Silverware, chinaware and glassware in first class condition — not bent, chipped or cracked.

The atmosphere fresh, well ventilated and free from annoying smoke and flies.

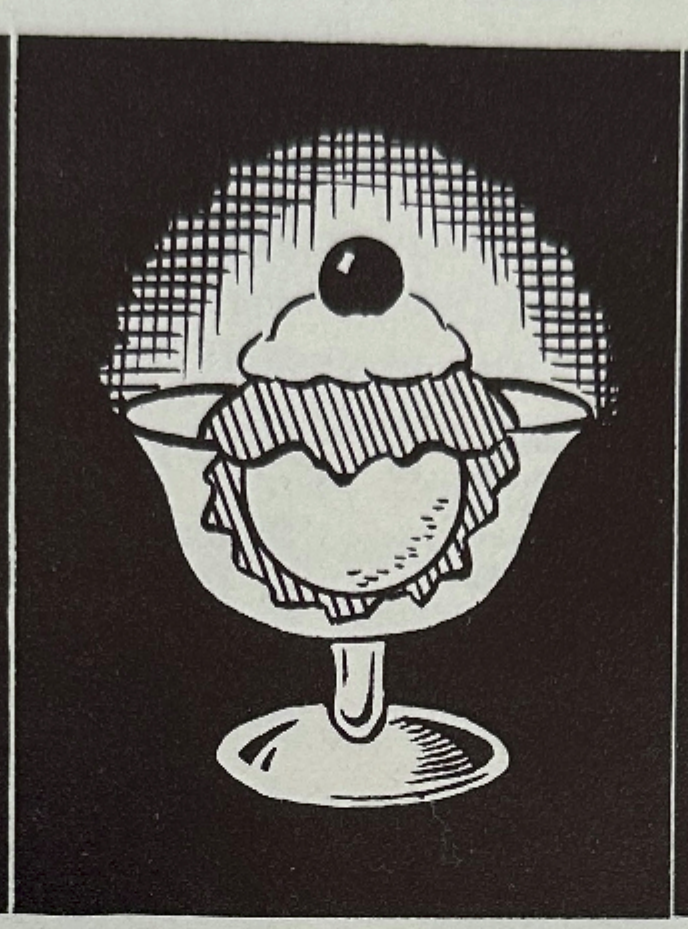
Uniform service, with all items made according to formula by all the dispensers.

SUNDAES

STANDARD SUNDAES may be made in several styles, depending on the type of glassware used. The usual style is made with one large scoop in the regular sundae dish. Newer styles are the "Tulip" made with two scoops in the taller Tulip style glass, and the "Double Sundae" made with two scoops, side by side, in the flat Double or Duplex Sundae Dish. There are all types of variations, including the fancy specials that you may create from this basic form.



TULIP SUNDAE—2 No. 20 dishers: put ½ oz. Sundae in bottom of glass; 1 oz. over top.

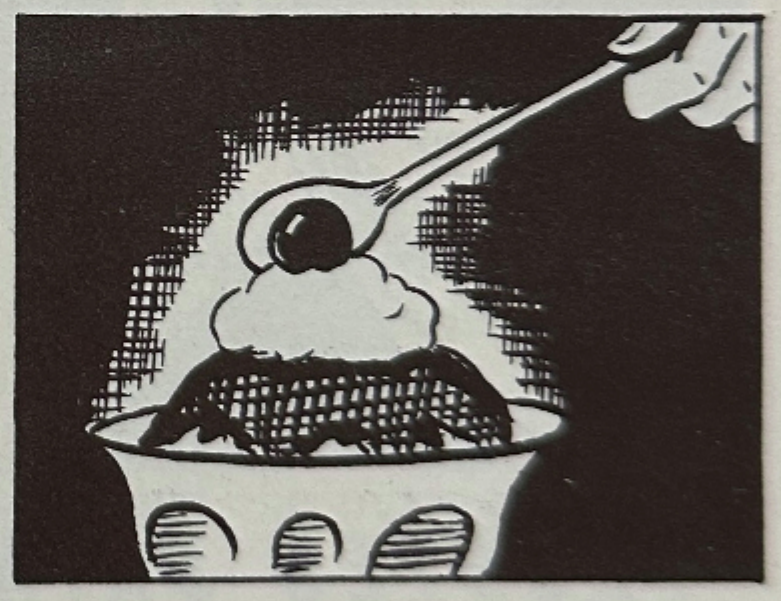


REGULAR SUNDAE—1 No. 10 or 12 disher; use 1½ oz. topping.

DOUBLE SUNDAE—2 No. 20 dishers: use 1½ ozs. of one kind or ¾ oz. each of two kinds of topping.

Fill dipper with wide circular motion, so as to make rounded, heaping scoop without packing.

Garnish with whipped cream, cherry or colored pineapple tidbit, and nut topping.

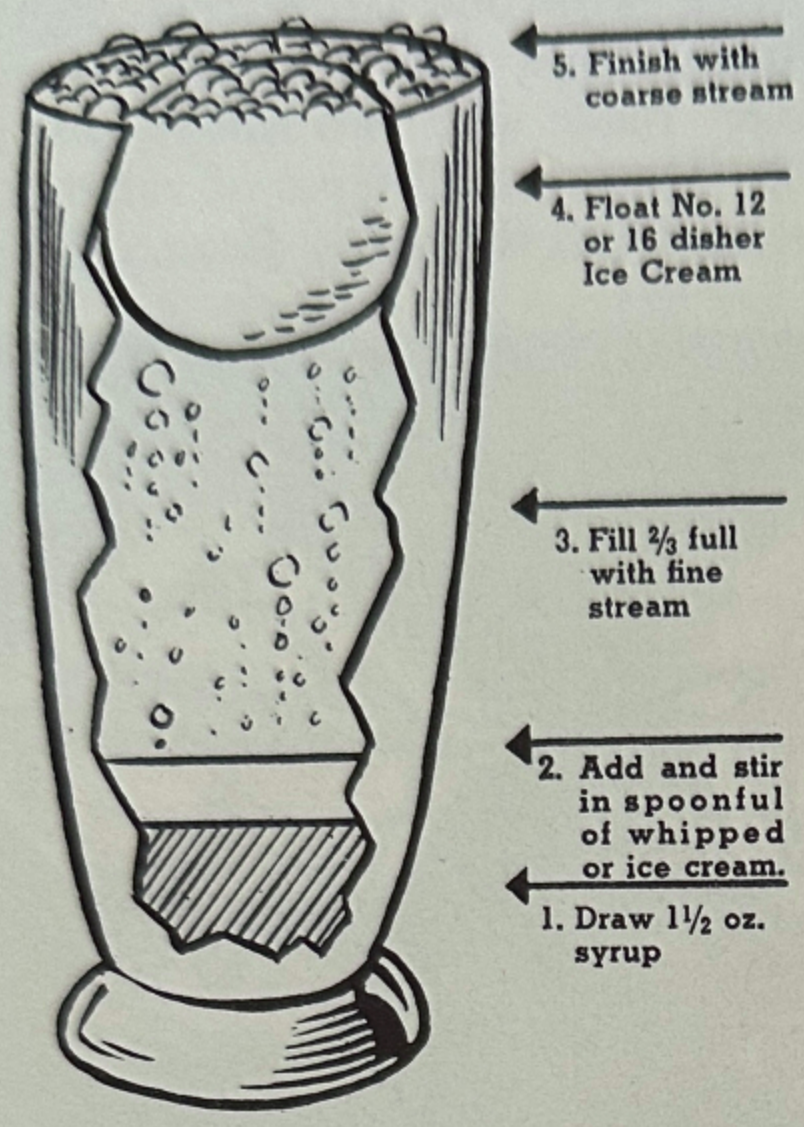


SUNDAE OR SYRUP SERVER

A convenient, practical dispenser is the Lyons SUNDAE SERVER, shown at left. This can be used in many ways at fountains to speed service and supplement the regular fruit wells and syrup pumps. Ideally suited for serving RICOCO Chocolate, Caramel, Butterscotch and Marshmallow. Also used for dispensing syrup. No drip. Prevents waste. Cost is low. Order from your Lyons Distributor.

ICE CREAM SODAS

Prepare your syrups as directed previously. For fruit flavored sodas, a combination of crushed fruit and syrup may be used. This must be ladled from a bowl, and is prepared as follows:


5. Finish with coarse stream
4. Float No. 12 or 16 disher Ice Cream
3. Fill ⅔ full with fine stream
2. Add and stir in spoonful of whipped or ice cream.
1. Draw 1½ oz. syrup

1 qt. crushed fruit
3 qts. Simple Syrup
8 ozs. concentrated syrup, same flavor as fruit
1½ ozs. fruit acid.

In making an ice cream soda, follow the steps as pictured below:

Mix together 1½ ounces syrup and spoonful of whipped cream or ice cream in a soda glass. Draw fine stream carbonated water (if the water has not been used recently draw off a glass to assure freshness). Tilt the glass and turn it so that the stream goes down side of tilted glass and mixes with syrup.

When glass is ⅔ full, add a large scoop (12 or 16 size) of ice cream.

Finish by filling the glass with coarse stream slowly — directing stream into side of glass.

Avoid slopping over of foam.

FROSTED DRINKS

Frosted Root Beer and Frosted Chocolate are two fine drinks, with big sales possibilities when served as feature drinks:

Formula: In a 12 oz. glass put 1½ ozs. of syrup 1 No. 16 disher ice cream

Muddle the ice cream and syrup with a soda spoon until creamy, fill glass with fine stream, top with spoonful of whipped cream. For a special "Frosted," float a No. 30 scoop of ice cream.

PLAIN SODAS AND PHOSPHATES

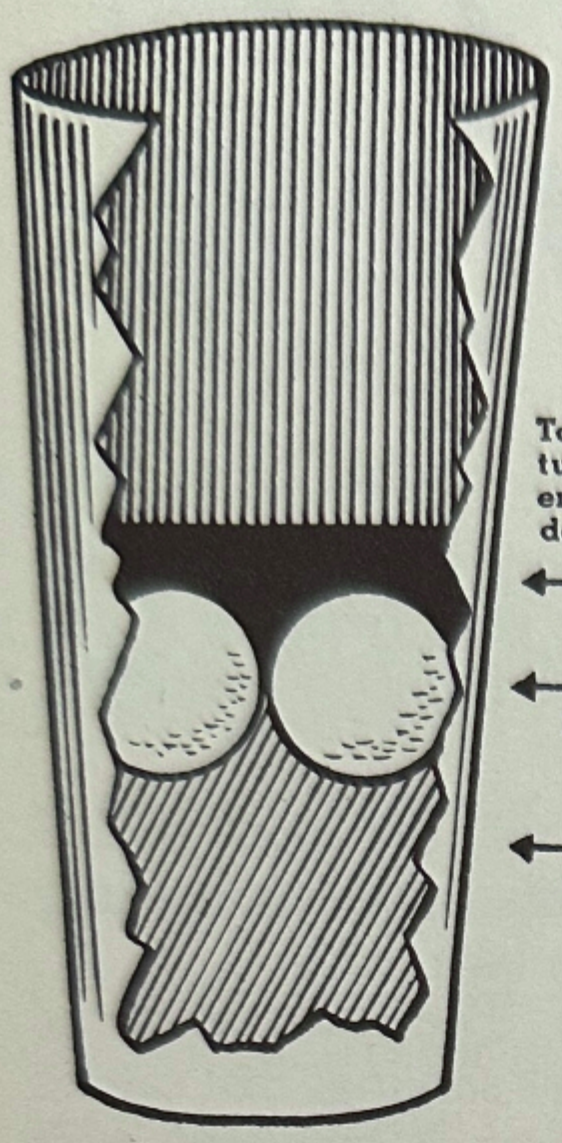
For a *Plain Soda:* 1½ ozs. Syrup in an 8-ounce glass, fill with a coarse stream of carbonated water. For a *Phosphate,* add three or four dashes acid phosphate. Fruit flavors are best for phosphates.

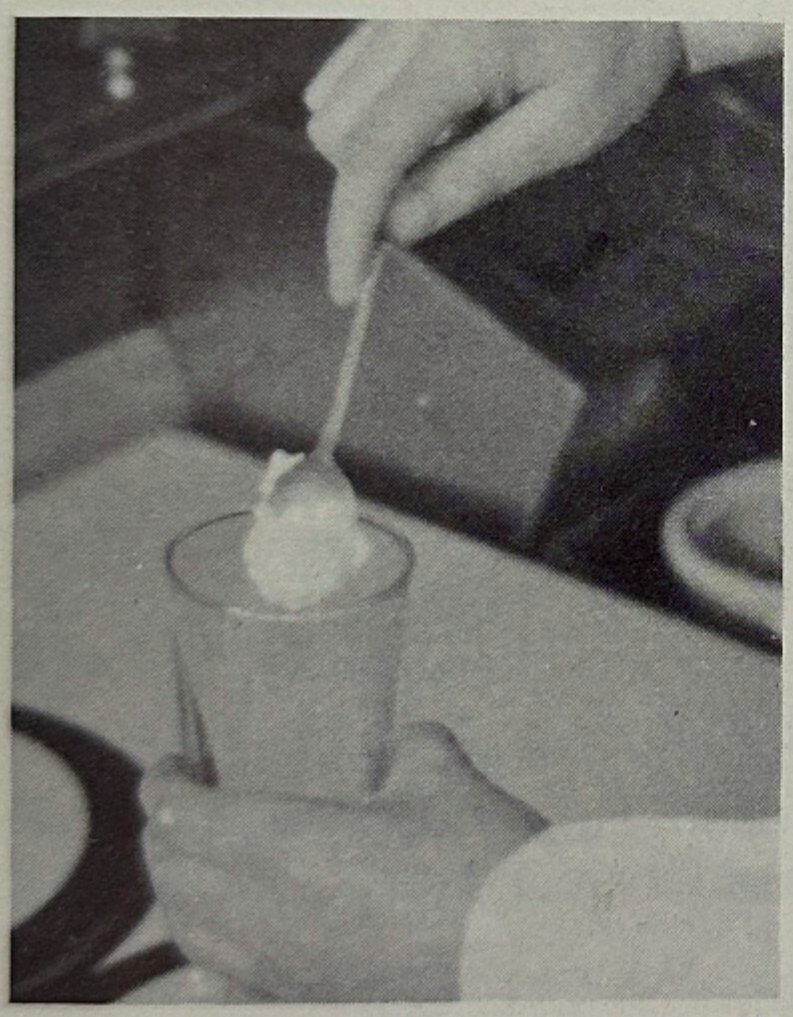
For a *Frozen Phosphate,* add a disher of sherbet to plain phosphate, and cream into syrup before adding coarse stream. Serve in a 12 oz. glass.

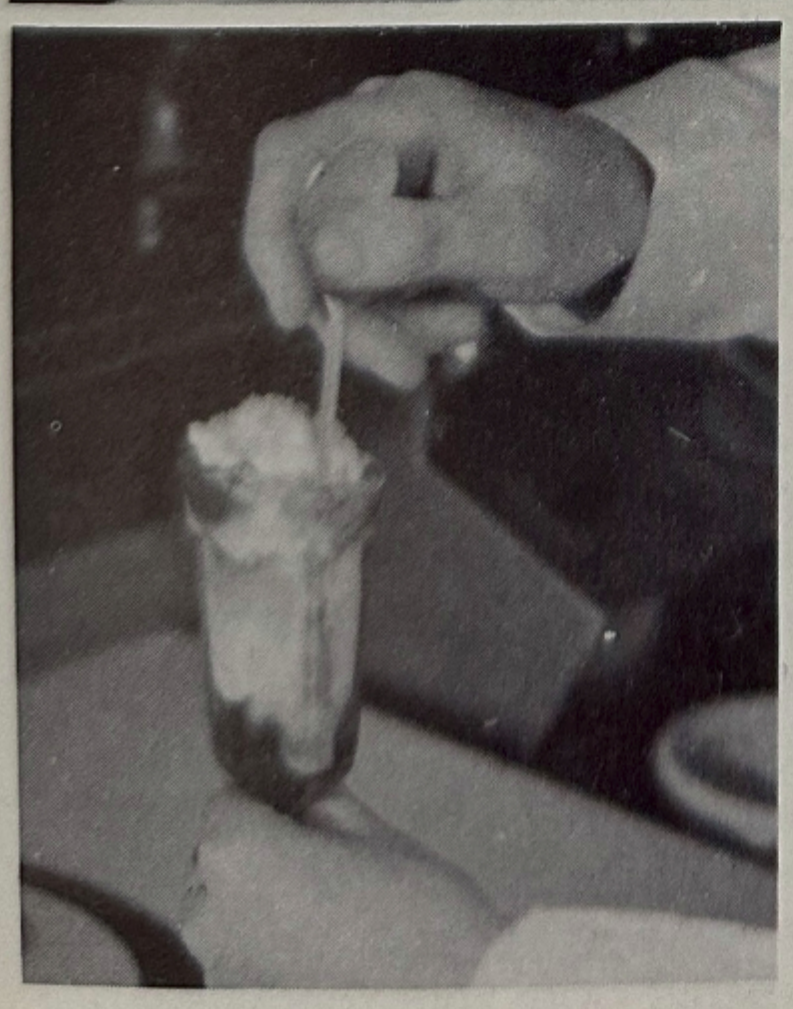
FLOATS

Make a plain soda in a 12 oz. glass and leave enough room to float a disher of vanilla ice cream. The root beer float is the most famous member of the float family.

MILK DRINKS MALTS — SHAKES







THE CONSISTENCY of a milk shake or malt depends on the proportion of ice cream to milk and on the temperature and mixing time. The mixer whips air into the drink. Yet the drink should not be overmixed, or the ice cream will be broken down and the drink will lose volume. For best results, keep all ingredients *cold:* Ice cream at 10° F., milk at 32°, and syrup and mixing cup cool.

Milk at 32° F. will increase 90% in volume by absorption of air, but at room temperature (about 72°) it will increase only 20%. A minute should be ample mixing time for most drinks. Do not mix longer than 2 minutes or loss of volume will result. Your exact formula will vary with market conditions. Some territories like a big, thick milk shake or malt made with ice milk. Others prefer the thinner, but richer, milk shake made with ice cream. A standard formula calls for:

4 ozs. cold milk

2 No. 16 dippers ice cream (may be same flavor as syrup)

1½ ozs. syrup — from refrigerated syrup jars.

Mixed in mixing cup on electric mixer.

If a "Malt" is ordered, add a spoonful of malted milk after ice cream. The serving of the milk shake is as important as the mixing. While the drink is on the mixer, scrape the rim of a 12 oz. glass with a spoonful of whipped cream. Pour the finished drink into the glass, about ⅔ full, and place the glass and the mixing cup before the customer.

FRAPPES

Place in shaker can two small scoops ice cream, 1½ ounces crushed fruit, two spoons whipped cream; rotate high with hand on shaker. Pour into tulip sundae glass, top with whipped cream, dash of nutmeg and cherry.

PARFAITS

Parfaits are made of alternating layers of fruit and ice cream in a tall, slender, special parfait glass. A spoon handle is run down the side of the glass to marbelize the fruits and ice cream, and then the parfait is topped off with whipped cream, nuts and cherry.

Usually several different fruits are used.

FOOD AT THE FOUNTAIN

BOOKS COULD BE written on this subject that would fill another "Five Foot Shelf" and still it would not be fully covered.

You are not going to hold or build a *profitable* business at your fountain if you allow it to become a "smelly" quick-lunch stand. More good fountain business is ruined because of this fact than any other single item.

KEEP IN MIND THE ALL-IMPORTANT FACT that it was the fountain and the regular Fountain Servings that brought the American public to the corner drug store for lunch. The Lunch Room did not build the fountain business.
Food items do have a definite place at every fountain today. The fountain is the logical place for luncheon because of the variety of inexpensive servings that can be offered. A milk shake and a sandwich for lunch has become as standard with Americans as breakfast food for breakfast.

BUT UNFORTUNATELY for a great many fountains, it does not stop there. The serving of food soon becomes the main issue and the fountain gradually deteriorates into a "smelly" quick lunch. Fountain servings drop off in volume, PROFITS QUICKLY DIMINISH and the fountain operator begins to wonder why. Many times he finds his cash register is still adding up the same figures daily but his profits have entirely disappeared.

The reason is simple enough. He has changed the character of his business. He has pushed aside the profitable items to sell unprofitable ones. He has relegated to the background those servings for which he originally made a large investment in fountain equipment.

We stated that food items *do* have a *definite* place at the *fountain* today. But—only those items that are in character with your fountain. Fortunately, these are the most profitable ones, take little equipment, small investment and help build profits instead of tear them down.

Here is your list of fountain food items: In general terms —

Sandwiches
Salads
Soups (canned individual servings)
Beans, macaroni, spaghetti, or similar foods that you can obtain in individual cans and simply heat up for serving.
Cold Meats
Cake and Pie (but sell ice cream as a part of these desserts).

There is little or no waste in serving these foods. That is an important matter to you. REMEMBER it is because of the "no-waste" character of your regular fountain servings that the fountain business is a profitable one. If you don't sell all of that five gallons of maple-nut ice cream today, or tomorrow, it will keep until the next day. Your fountain syrups, crushed fruits, etc., have the same keeping qualities. Use only those food items that are equally dependable.

Serving a sundae gives you a definite profit. It is a package of merchandise that is complete in itself. No waste. No leftovers to "try" to use up later. Most salads can be made up so easily that it is not necessary to make up a lot ahead of time. Canned foods, put up for individual servings give you definite known profits, no leftovers and objectionable cooking odors are eliminated from your fountain.

CARE OF EQUIPMENT

CARBONATION Carbonated or soda water is simply ordinary water saturated with carbon dioxide gas. IT IS THE LIFE AND SPARKLE OF YOUR FINISHED DRINK. Therefore, it is essential that all matters pertaining to such an important part of your business be thoroughly understood.

The carbonator which forces the gas into the water should be installed in a cool place and the water supply to the carbonator should be cool. Water above 50 degrees Fahrenheit does not readily absorb gas and much is lost by escaping. If your water supply is above this temperature you will save money and have better carbonated water by cooling before entering carbonator.

To test water for proper carbonation, place a spoon in a glassful of cold carbonated water and if the water is sufficiently carbonated small bubbles will *cover* the spoon.

Carbonic acid gas is non-inflammable, but it is under a very high pressure in the cylinders. For this reason, do not allow the cylinder to be dropped or knocked over. Fasten it to the wall in a cool place.

Standard operating pressure shown by pressure gauge is considered to be 120 lbs. However, gas absorption depends on temperature of the water. 120 lb. pressure is satisfactory if the temperature of the water supply is less than 56 degrees. But if the water supply is warmer, higher pressure is required to get adequate carbonation, and it may be necessary to go as high as 150 lbs.

The regulating gauge should be tested at least once a year for accuracy. The concern who sold you your carbonator will test it without charge.

It is best to leave city water, gas and electricity on at all times. If any are cut off, cut all off and be sure to turn all on before opening up your fount again. Do not charge your carbonator and shut off gas while using the charge. You cannot have good carbonated water by using this method.

The valve at the head of gas tube should be opened as far as possible or it may leak. Test for leaks at the head, regulator valve and along gas line with soap lather. Test carbonator and coils by turning on city water at carbonator, and shutting off gas, electricity and draft arm at night. If pressure has gone down on gauge by morning, there are leaks.

Have leaks fixed. This usually requires only tightening connections or renewing washers. Cutting off gas frequently will not help much and the loss will soon pay for repairing.

Cleaning the Carbonator

It is advisable to wash your carbonator at least once a year. You will be surprised how much better your carbonated water is after washing.

It is impossible to give one set of directions that will apply in detail to every make of carbonator; however, the following general directions should be easy to follow:

1. Cut off gas at the valve at head of drum. Cut off city water and electricity at carbonator.
2. Completely empty the carbonator by drawing the water through draft arm at the fountain.
3. Mix thoroughly three pounds of common cooking soda (bicarbonate) with four to five gallons of warm water. This fills most carbonators. If it takes more mix more solution.
4. Disconnect the soda outlet connection to fountain and open air or vent valve. With a funnel and a short piece of hose, pour the solution into the carbonator through the outlet connection. Replace connection and close air or vent valve.
5. Turn on electricity only and operate carbonator for about a minute. Turn off electricity.
6. Put sixty or seventy pounds of gas into carbonator, then turn off gas. Draw off all solution through draft arm at fount with gas, electricity and city water all turned off.
7. Turn on city water and electricity and pump carbonator two-thirds full, as shown by gauge glass. Cut off electricity and city water. Put sixty or seventy pounds of gas in carbonator and cut off gas. Draw off all this rinsing water at draft arm.
8. Turn on city water and electricity and feed gas slowly until the right working pressure registers. Let carbonator operate until it cuts of automatically.
9. After machine has been in operation for a few minutes, draw off a few glasses of the carbonated water to see that taste and quality are right. If not, draw off until all of the soda taste is gone and the water is clear and sparkling. Now you are ready for service.

Check the carbonator daily for gas supply. If pressure falls below standard, a new tank is needed.

Oil the carbonator monthly, and at the same time inspect it for leaks.

REFRIGERATION

Your customers want their drinks cold — and that means proper refrigeration. Carbonated water at the draft arm should be between 34 and 36 degrees. You can test this temperature by drawing a glass and inserting a thermometer. Because modern refrigeration systems may require complicated adjustments — it is best to call in a trained man to handle your refrigeration problems.

Depend on LYONS "For FINER FLAVOR" at your fountain

THE MOST important thing any fountain has to sell is FLAVOR. Fine flavor —high grade products—will bring customers back and fountain business will grow. When you use LYONS products, you are sure to please customers. LYONS-MAGNUS, INC., manufactures a complete line of fountain needs and provides prompt and efficient service through local distributors. In addition, a thoroughly trained staff of our own factory representatives is in the field, ready to assist you in your fountain operation. A complete, up-to-date price list showing packing sizes, current prices and special deals will be sent to you at any time on request. For your guidance, following is a list of the principal items in the Lyons Fountain Line:

CRUSHED FRUITS—all popular varieties.
SUNDAES—Toppings in many rich and delicious types.
SYRUPS—*"Streamline"*—Ready-for-Use and Concentrated, all popular flavors.
LYONS ROOT BEER—Syrups, Dispensers, Glassware.
RICOCO CHOCOLATE SYRUP—Double Strength and Ready-for-Use.
LYONS ORANGE—Pure fruit syrup—dispensers.
HOT FUDGES—and Fudge Warmers.
MARASCHINO CHERRIES—Deluxe, "Utility Pak" and Cherry Halves.
SPECIALTY SYRUPS—Ready-for-Use Fruit Punch, Grenadine, Ironport

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For FINER FLAVOR

ICE CREAM SUPPLIES

THE SAME attention to flavor, the same skill in processing, the same raw material resources by which LYONS-MAGNUS has been able to benefit the fountain field, are also available to ice cream makers.

LYONS-MAGNUS makes a complete line of Ice Cream Supplies, Fruit Mixtures, Sherbet Bases, Vanillas, Extracts, Colors, Chocolate, Stabilizers.

If you are interested in quality ice cream, it will pay you to send for the LYONS-MAGNUS Ice Cream Supply Catalog.

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